

राष्ट्रीय राजमार्ग एवं अवसंरचना विकास निगम लिमिटेड

सड़क परिवहन और राजमार्ग मंत्रालय, भारत सरकार

तीसरी मंजिल, पीटीआई बिल्डिंग, 4-संसद मार्ग, नई दिल्ली-110 001

National Highways & Infrastructure Development Corporation Limited

Ministry of Road Transport & Highways, Govt. of India

3rd Floor, PTI Building, 4-Parliament Street, New Delhi-110001, +91 11 2346 1600, www.nhidcl.com



CIN: U45400DL2014GOI269062

सार्वजनिक क्षेत्र का उपक्रम

A PUBLIC SECTOR UNDERTAKING

F.No. NHIDCL/HQ/ADMIN/Creative Agency/2022

Dated: 11.05.2022

TENDER FOR

Appointment of a Creative Agency for providing a creative/communication strategy and creative designs etc to the Ministry of Road Transport & Highways and its allied agencies

Important Facts & Dates

Annual approximate cost of the tender	Rs.2,50,000,00/-
Earnest Money Deposit	Rs.5,00,000/-
Performance Security Deposit	Rs. 7,50,000/-
Date of Release of Tender on CPP portal	11.05.2022
Submission of Pre-Bid Queries	19.05.2022 up to 3:00 PM
Pre-Bid Conference	19.05.2022 at 3:30 PM
Clarification on the Pre-Bid Queries, if any	23.05.2022 by 5:00 PM
Last date and time for submission of Bids	04.06.2022 by 4:30 PM
Date and time for opening of Pre-Qualification Technical Bids	06.06.2022 at 11:00 AM
Date and time for opening of Technical Bids	To be notified later on
Date and time for opening of Financial Bids	To be notified later on

The information provided by the bidders in response to this Tender Document will become the property of NHIDCL and will not be returned. NHIDCL reserves the right to amend, rescind or reissue this Tender Document and all amendments will be advised to the bidders and such amendments will be binding on them.

NB: Any addendum/corrigendum relating to this tender shall be notified on the website of MoRTH, NHIDCL and CPP portal only.

Appointment of a Creative Agency for providing a creative/communication strategy and creative designs etc to the Ministry of Road Transport & Highways and its allied agencies

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SECTION 1:

1. GENERAL INSTRUCTIONS/ TERMS & CONDITIONS & PROCEDURE OF BID SUBMISSION

1.1.1 National Highways & Infrastructure Development Corporation Limited is a Public Sector Undertaking fully owned by the Ministry of Road Transport and Highways, Government of India. National Highways & Infrastructure Development Corporation Ltd. is mandated to promote, survey, establish, design, build, operate, maintain and upgrade National Highways and Strategic Roads including interconnecting roads in parts of the Country which share international boundaries with neighboring countries. Further details about NHIDCL are available on NHIDCL's website www.nhidcl.com.

1.1.2 NHIDCL intends to appoint an agency for the subject work and invites offers/bids from interested parties and this tender notice has accordingly been issued for this purpose.

1.1.3 National Highways & Infrastructure Development Corporation Limited invites e-tenders through CPP Portal under **Two Bid System** i.e. Technical Bid and Financial Bid from reputed, experienced and financially sound Companies/ Agencies/ Agencies (hereafter called Agency) for entering into contract for **Appointment of a Creative Agency for providing a creative/communication strategy and creative designs etc to the Ministry of Road Transport & Highways and its allied agencies**

1.1.4 **The Technical Bids** are to be submitted by both methods i.e. Online on CPP Portal as well as physical mode by prescribed timelines. The physical sealed copy in respect of technical documents superscribed "Technical Bid for selection of agency for **providing a creative/communication strategy and creative designs etc to the Ministry of Road Transport & Highways and its allied agencies**" should be dropped in the Tender Box kept for the purpose at reception of NHIDCL at 3rd Floor, PTI Building, 4 – Parliament Street, New Delhi- 110001 on or before the prescribed time and date. **The financial bid should be submitted only through online process. Bids not given through CPP Portal will not be accepted.**

1.1.5 **Micro, Small and startup agencies registered for doing similar work are exempted from payment of EMD, as per Government policy, subject to submission of valid registration certificate with the bid.**

1.1.6 The contract shall be initially for a period of Two Years from the date of award of the contract, which may be further extended upto one more year upon satisfactory performance and mutual agreement, on the same terms & conditions. It could be curtailed/terminated at any time before expiry of contract period by giving one month notice, depending upon performance of agency/ requirement of NHIDCL.

1.1.7 The complete Tender Documents can be downloaded from the website of NHIDCL www.nhidcl.com, MoRTH website www.morth.nic.in and CPP portal.

1.1.8 Interested Companies/ Agencies may submit their bids complete in all respect along with **Earnest Money Deposit (EMD) of Rs. 5,00,000/-** (Rupees Five Lakhs only) (refundable without interest) in the form of Demand Draft/ Pay Order from any Indian Scheduled /Nationalized Bank drawn in favour of National Highways & Infrastructure Development Corporation Limited, New Delhi, payable at New Delhi or FDR made in the name of agency but hypothecated to MD, NHIDCL, New Delhi or Bank Guarantee (as per format given on page 36-37) issued in favour of MD, NHIDCL, New Delhi, valid for a period of 90 days from last date of submission of the bid, (FD/BG encashable from any branch in NCR drawn on an Indian scheduled/Nationalized bank only is acceptable), along with other **requisite documents**. The proposal must include the following, as detailed subsequently in this document:

- i. Pre-qualification bid
- ii. Technical Proposal
- iii. Financial Proposal.

1.1.9 The Financial proposal is to be submitted in the BoQ format provided on CPP Portal on or before last date and time for submission of bids as notified. Similarly, the copies of documents in support of technical eligibility are also to be uploaded on CPP portal. A hard copy of all such documents (except financial bid) uploaded on the CPP Portal, along with the EMD (DD/Pay Order/FD/BG) may be sent to the Dy. GM (Admin), National Highways & Infrastructure Development Corporation Limited, 3rd Floor, PTI Building, 4-Parliament Street, New Delhi-110001, by the last date and time notified for submission of bids. No bid shall be entertained after the given deadline, under any circumstance whatsoever.

1.1.10 The Technical Bids will be opened as per notified schedule and Financial Bids of only technically qualified bidders will be opened on a date to be notified later on, in the presence of authorized representative of the Bidders who may wish to be present.

1.1.11 NHIDCL reserves the right to amend or withdraw any of the terms & conditions contained in the RFP document or to reject any or all bids without giving any notice or without assigning any reason thereof. The decision of the National Highways & Infrastructure Development Corporation Limited in this regard shall be final and binding on all the bidders.

1.1.12 Any amendment/ addendum/ corrigendum shall be notified on the website of MoRTH, NHIDCL and CPP Portal.

1.1.13 The Creative Agencies are required to provide professional, objective, and impartial service and at all times hold NHIDCL interests paramount, without any consideration for future work and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.14. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interests of NHIDCL, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Agency may lead to disqualification of the Agency or termination of the contract.

1.1.15. Agencies must observe the highest standards of ethics during the selection and execution of the contract. NHIDCL may reject a proposal at any stage, if it is found that the Agency recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question and may also declare such Agency ineligible or blacklist the Agency for a period of three years.

1.1.16 REGISTRATION:

- a. Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal by using the “Online Bidder Enrolment” option available on the home page. Enrolment on the CPP Portal is free of charge.
- b. During enrolment/ registration, the bidders should provide the correct/ true information including valid email-id & mobile no. All the correspondence shall be made directly with the contractors/ bidders through the email-id provided.
- c. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- d. For e-tendering, possession of valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) is mandatory which can be obtained from SIFY/nCode/eMudra or any Certifying Authority recognized by CCA India on eToken/ SmartCard.
- e. Upon enrolment on CPP Portal for e-tendering, the bidders shall register their valid Digital Signature Certificate with their profile.
- f. Only one valid DSC should be registered by a bidder. Bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse and should ensure safety of the same.
- g. Bidders can then log into the site through the secured login by entering their user ID/ password and the password of the DSC/ eToken.

1.1.7 PREPARATION OF BIDS:

- a) For preparation of bid, Bidders shall search the tender from published tender list available on site and download the complete tender document and should take into account corrigendum if any published before submitting their bids.
- b) After selecting the tender document same shall be moved to the ‘My favourite’ folder of bidders account from where bidder can view all the details of the tender document.
- c) Bidder shall go through the tender document carefully to understand the documents required to be submitted as part of the bid.

- d) Bidders should get ready in advance the bid documents in the required format (PDF/xls/rar/dwf/jpg formats) to be submitted as indicated in the tender document/schedule. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing the size of the scanned document.
- e) Bidders can update well in advance, the documents such as experience certificates, annual report, PAN, EPF & other details etc., under “My Space/ Other Important Document” option, which can be submitted as per tender requirements. This will facilitate the bid submission process faster by reducing upload time of bids.

1.1.18 SUBMISSION OF BIDS:

- a) Bidder should log into the site well in advance for bid submission so that he/ she upload the bid in time i.e. on or before the bid submission time.
- b) Bidder should prepare the EMD as per the instructions specified in the NIT/ tender document. The details of the DD/BC/BG/ others physically sent should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- c) While submitting the bids online, the bidder shall read the terms & conditions (of CPP portal) and accept the same in order to proceed further to submit their bid.
- d) Bidders shall select the payment option as offline to pay the Tender Fee/ EMD and enter details of the DD/BC/BG/others.
- e) Bidder shall digitally sign and upload the required bid documents one by one as indicated in the tender document.
- f) Bidders shall note that the very act of using DSC for downloading the tender document and uploading their offers is deemed to be a confirmation that they have read all sections and pages of the tender document without any exception and have understood the complete tender document and are clear about the requirements of the tender document.
- g) Bid documents may be scanned with 100 dpi with black and white option which helps in reducing the size of the scanned document. For the file size of less than 1 MB, the transaction uploading time will be very fast.
- h) After the bid submission (i.e. after Clicking “Freeze Bid Submission” in the portal), the bidders shall take print out of system generated acknowledgement number, and keep it as a record of evidence for online submission of bid, which will also act as an entry pass to participate in the bid opening.
- i) Bidders should follow the server time being displayed on bidder’s dashboard at the top of the tender site, which shall be considered valid for all actions of requesting, bid submission, bid opening etc., in the e-tender system.
- j) All the documents being submitted by the bidders would be encrypted using PKI (Public Key Infrastructure) encryption techniques to ensure the secrecy of the data. The

data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology.

1.1.19 ASSISTANCE TO BIDDERS:

Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24X7 CPP Portal Helpdesk.

Toll Free Number 1800-3070-2232 and **Sh. Amit Saini on his mobile number #9667403278.**

1.2 Minimum Eligibility Criteria

The agencies submitting the bids should fulfill, the below given Minimum Eligibility Criteria to qualify for making the technical presentation:-

- 1.2.1 The bidding agency should be a registered company.
- 1.2.2 The bidding agency must be in possession of a valid GST Certification.
- 1.2.3 The bidding agency must have a valid PAN Number
- 1.2.4 The bidding agency must have been in operation for a minimum period of 3 years, as on closing date of the tender, in designing / production of creative material/ commercials for various media including print, TV, radio, online, outdoor etc. as well as publicity material including brochures, posters, maps, calendars, coffee table book etc for Govt departments/PSUs/Local Bodies etc.
- 1.2.5 The bidding agency must have a cumulative revenue from creative work, should not include any media release billings) equivalent to Rs. 05.00 crore or above in the last three financial years (2018-19, 2019-20 & 2020-21). In addition, **the creative agency should have handled at least one creative account in the relevant field, with revenue of over Rs. 1.5 crore,** in any one of the last three years (i.e. during 2018-19, 2019-20 & 2020-21).
- 1.2.6 The bidding agency should be able to provide a qualified Servicing and Creative team for undertaking the Creative work and campaigns of NHIDCL. The Creative Agency would provide dedicated resource for day to day coordination with NHIDCL.
- 1.2.7 The Bidder should not be under a Declaration of Ineligibility for Non performance or under performance or corrupt or fraudulent practices with any Government departments/ agencies/ Ministries or PSU's and should not be blacklisted by any Government departments/agency/ Ministries or PSUs.
- 1.2.8 The bidding agency should agree to undertake the assignment in accordance with the Scope of Work.
- 1.2.9 The bidding agency should submit Earnest Money Deposit as specified in this RFP document.
- 1.2.10 The bidding agency should have successfully executed at least one similar work costing not less than 80% of the approx. annual cost of the tender or two similar works costing not less than 50% of the approx. annual cost of the tender or three similar works costing not less than 40% of the approx. annual cost of the tender during the last 07 years ending 31.03.2022, proof of which should be enclosed with the Technical Bid. Value of a certificate should not be less than Rs. 1 Crore (Annually).

NB: Relaxation in prior turnover and prior experience shall be given to Micro and Small Enterprises and Startups in terms of Government of India, Ministry of Finance OM No. F.20/2/2014-PPD (Pt.) dated: 25.07.2016, MSME Circular No.1 (2) (1) 2016- MA dated: 10.03.2016. More-over provisions of Public Procurement order No. P - 45021/2/2017- PP (BE-II) dated: 04.06.2020 (as amended vide Order No. P-45021/2017-PP (BE-II) dated: 16.09.2020) issued by Department for Promotion of Industry and Internal Trade, Government of India shall also be allowed.

1.3 Scope of Work

1.3.1 The selected agency should be able to provide a creative communication/strategy and designs etc., to the MoRTH & its allied agencies including conceptualizing and preparing multimedia publicity materials and collaterals. The agency would also be responsible for taking over the content, inventory of films and other creative material from the outgoing creative agency which handled the account of MoRTH and NHIDCL and maintaining the same.

1.3.2. Designing and production of creatives for the print, television, radio, online, outdoor and other media during the contractual period as detailed below, on themes / subjects to be decided in consultation with NHIDCL as indicated below :-

- (a) Print creative -including advertorials, for release in newspapers/ dailies/magazines (1 advertisement of any size or 1 page advertorial of any size would be treated as one creative)
- (b) Creative material for outdoor/on line media campaigns, on themes that would be identified by the MoRTH. Creative material would be produced either with fresh shoot or through outright purchase of image. Thus the images used in the creative would become all time property of NHIDCL and the copyright of these images would rest with NHIDCL for all time).
- (c) Radio spots of 60/ 30 sec. each and with smaller edits, for the domestic market on themes that would be decided by NHIDCL as per the requirement.
- (d) Television Commercials (TVC)/ Films of 30 second duration, 60 second and 3 minutes each. The TVCs/films to be produced would be of international quality, comparable with the existing TVCs/films of the leading organizations. The contents of the TVCs/ would be created using existing footage or fresh shoot .Thus the images used in the creative would become all time property of NHIDCL and the copyright of these images would rest with NHIDCL for all times. The TVCs/films would be produced on turnkey basis.

The creative material would, at times, be required to be provided at very short notice.

1.3.3. Designing of other publicity material and collaterals, including brochures, posters, calendar etc. during the contractual period as detailed below, on themes / subjects to be decided in consultation with NHIDCL. This would entail supervision of printing of the publicity material by printing agency(ies) identified by NHIDCL, to ensure quality of production.

The break-up of the work to be undertaken during contractual period, is indicated against each item:-

- (a) **Designs for posters on identified themes,** with high quality, printable images (includes procurement of images, content / copy writing, designing etc.). The images used in the posters would become all time property of NHIDCL and the copyright of these images would rest with NHIDCL .

(b) Designing of brochures (comprising between 32-40 pages) on identified themes/subjects, in English and Hindi, with a high quality, printable images in each brochure. This includes creation of content, copy writing, photograph procurement and getting the content approved from experts. The agency should supply the content of the text along with open files and vignettes.

(c) Designing of Promotional Wall & Desk Calendar on identified theme. The images used in the calendar would become all time property of NHIDCL and the copyright of these images would rest with NHIDCL for all the times.

(d) Designing of Coffee Table Books of 100 pages, 150 pages, and 200 pages.

1.3.4 Photo-shoot

The agency would be required to assign photo-shoots for the photo-bank of the MoRTH/NHIDCL. The agency would be required to provide **high resolution photographs of acceptable quality**, to the MoRTH/NHIDCL, by commissioning a photographer for fresh photo shoot, as and when required.

The photo-shoot should cover projects / products as per the brief given by NHIDCL. The photographs would be of a resolution of 600 DPI or more and should be expandable to a large bill-board size. The agency should submit a quote for undertaking the photo-shoot per location for 1 project in the financial bid for evaluation purpose. The same quote would be applicable for undertaking similar photo-shoots in other projects.

1.3.5. Other related and miscellaneous work including

(i) Adaptation & Replication of creative material produced for the print, television, outdoor, online, other media for use, as per the requirement of publications, channels, outdoor sites, websites & portals, etc. **The creative agency would also be required to carry out adaptation and replication of creative material as per the requirements of offices as well.**

(ii) Translation of the domestic print /outdoor creative material, the domestic radio spots, TVCs etc into Indian languages.

(iii) Development of logos as may be required from time to time.

(iv) Providing final print ready files/artworks for the creative campaigns of NHIDCL and MoRTH.

(v) Preparing and maintaining an inventory of Television Commercials, Films, Images and creative material of NHIDCL/MoRTH.

(vi) Any other studio/creative work like image/color correction, layout changes, that may be assigned by the MoRTH/NHIDCL from time to time.

1.3.6. For additional quantity of creative items//work relating to production of creative material and designing of publicity material as enumerated in Para 1.3.2, 1.3.3, 1.3.4 & 1.3.5 above, payment will be made on the basis of the item-wise schedule of rates submitted by the Agency in their Financial Proposal.

1.4 Pre Bid Meeting

1.4.1 A pre-bid meeting to clarify the issues related to the tender will be held for the interested bidders in the Conference Room, NHIDCL 3rd floor, PTI Building, 4- Parliament street New Delhi -110001 as per time and date given in the NIT for clarifications required on any aspect pertaining to the RFP Document.

1.4.2 Any change in the pre-bid meeting schedule will be notified on the NHIDCL website www.nhidcl.com. The pre-bid queries if any should be sent to NHIDCL prior to the meeting till the time and date mentioned in NIT as per the following format:-

S. No	RFP Clause No.	page no.	Current provision of tender	Clarificatio ns requested

The queries shall be sent on or before due date to the following email address:-

dgmadmin@nhidcl.com

1.5 Guidelines for Preparation and Assessment of Proposals

1.5.1 Agencies are required to submit their bids in 2 sealed packets as per the details given below:-

- (a) First envelope: - Pre-qualification bid (envelope should be super scribed as '**Pre-qualification bid for appointment of Creative Agency**')
- (b) Second envelope: - Technical bid (This envelope should be super scribed as '**Technical packet for appointment of Creative Agency**')
- (c) The two sealed envelopes as mentioned above should be kept in a bigger envelope to be super scribed as "**Pre-qualification and technical Bid for Appointment of creative agency**", mentioning due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos. e-mail ID etc. of the agency submitting the proposal.

The outer sealed envelope containing the sealed Pre-Qualification and Technical and Financial bids should be addressed to:

Deputy General Manager (Admin)
National Highways & Infrastructure Development Corporation Ltd.
3rd floor PTI building
4, Parliament Street,
New Delhi – 110 001

1.5.2 **Pre Qualification Bid** would contain documents related to Minimum Eligibility Criteria of the agency. The bidder must submit following valid documents:-

- i.) A letter of Pre-Qualification Bid: The covering letter should be submitted on the bidder's letter head, signed by authorized signatory as per format at **Annexure 1**.
- ii.) A clear photocopy of the Company Registration (In case of change in name, the copy of the relevant document must be submitted.
- iii.) Clear photocopy of GST Registration Certificate
- iv.) A clear photocopy of PAN Number
- v.) Copies of the 3 work orders / contracts/ completion certificates issued by different clients may be enclosed. In case of non-disclosure agreement of the agency with the clients, a CA certificate to this effect must be submitted, giving details of Ministry/Department, duration of contract/work, date of completion.
- vi.) A certificate from Chartered Accountant should be submitted certifying that the Creative agency has a cumulative revenue from creative work (should not include any media release billings) equivalent to **Rs 5 crore** or above in the last three financial years (2018-19, 2019-20 & 2020-21). Copies of Audited Financial Statement for relevant years should be submitted.
- vii.) EMD for **Rs. 5 lakhs** as mentioned in clause no. 1.5.7
(Micro, Small and Startup agencies are exempted from submission of EMD provided. The registration should be for the business/activity of Creative Agency)

- viii) Duly filled in pre-bid application in the format given under Section-II, along with all information and documents mentioned therein.

1.5.3. The Creative Agency should be able to provide a qualified Servicing and Creative team, for undertaking the Creative work and campaigns of NHIDCL. The Creative Agency team would work closely with NHIDCL and MoRTH.

(A confirmation letter from the Creative Agency for being able to provide the qualified team should be attached. The confirmation letter may be submitted on the company Letter Head, duly signed by the authorized signatory as per format given in Annexure-2).

1.5.4 The bidders should have a dedicated team of professionals to service the branding, designing and production of excellent quality of creative material. The team members may have adequate experience in their respective field as under:

Project Head (1)*	Having more than 15 yrs of experience in handling Govt./PSU and Pvt client. Handled at least one creative contract for any Ministry / Department and one social media account for any Govt. department in last 3 years.
Client Servicing (1)*	Having more than 5 yrs of experience in handling Govt./PSU and Pvt. Clients. Handled at least one creative assignment for Ministry
copy writer (1)*	Having more than 10 yrs of experience in writing content/copy for Govt./Psu/ autonomous bodies. Experience in writing campaign for a ministry in the last 3 years.
Graphic Designer (1)* Video editor (1)*	Having more than 10 yrs of experience in handling Govt. clients. Should have worked on various campaigns for Govt. of India Schemes and events.

***Detailed CV along with ID proof such as Aadhar or Voter ID shall be submitted along with pre-qualification bid, failing which the bid shall not be considered.**

NB: The bidders may note that composition of the team as per given CVs may not be changed after the contract is awarded. Any changes shall be made only with the prior consent of NHIDCL, though request for change / substitute of Project Head may not be entertained.

1.5.5 The Bidder should not have been declared ineligible for corrupt or fraudulent practices or non performance or under performance with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted as on Last date for submission of bids (a declaration by the authorized representative of the bidding agency to be submitted as **Annexure-3**)

1.5.6 The bidder should submit an undertaking on the letter head of the Agency, duly signed by an authorized signatory (as per format at **Annexure-IV**), that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at

the rates submitted by the Agency in the financial proposal (the rates not to be indicated in the undertaking).

1.5.7 Earnest Money Deposit (EMD) for Rs. 5,00,000/- (Rupees Five Lakh only) in the form of Demand Draft/ Pay Order from any Indian Scheduled /Nationalized Bank drawn in favour of National Highways & Infrastructure Development Corporation Limited, New Delhi, payable at New Delhi or FDR made in the name of agency but hypothecated to MD, NHIDCL, New Delhi or Bank Guarantee issued in favour of MD, NHIDCL, New Delhi, valid for a period of 90 days from last date of submission of the bid, (FD/BG encashable from any branch in NCR drawn on an Indian scheduled/Nationalized bank only is acceptable). The EMD/ Bid Security of unsuccessful bidders would be returned back within one month of issue of the work order / contract to the successful bidder. EMD / Bid Security will be returned to the successful agency on issue of work order and receipt of performance guarantee. The EMD should be valid for 90 days.

1.5.8 Relevant Certificates / Documents in support of fulfillment of eligibility criteria must be submitted otherwise technical and Financial Bids will not be considered.

1.6. Technical Bid

1.6.1 The Technical bids of only pre-qualified agencies would be opened for technical assessment. The agencies selected for technical assessment may be called for presentations to be made by them in respect of the details submitted by them, as enumerated in clause no. 1.6.2 below. Technical assessment would be undertaken by the technical assessment committee. The agencies scoring 70% i.e. 70 marks or above in technical assessment would be eligible for financial bid opening.

1.6.2 The Technical Proposal shall contain the following documents:-

- (a) Covering letter of Technical bid on the agency letter head, signed by the authorized signatory (as per the format at Annexure TB 1)
- (b) A Brief on the Profile and Track Record of the Agency- This may include strength and credentials of the agency, network details, number of employees, details of the specialist partners/affiliates/associates, in-house facilities etc.
- (c) Awards/ testimonials received from clients for successfully executed campaigns
- (d) A brief on communication strategy proposed.
- (e) Sample creative material: for the following [The theme/topic shall be given by NHIDCL to such of the bidders who qualify the “pre-bid criteria” and the bidders shall provide the sample creative material within the prescribed given time]. To be presented before the technical assessment committee on the date to be notified to the bidders who clear the pre-qualification stage.
 - (i) A set of three print creatives with copy writing and catchy punch-lines.
 - (ii) One TV commercial of 60 seconds.
 - (iii) Design for brochure of 8 pages.
 - (iv) 1 poster Design to showcase the efforts of MoRTH.

(v) 1 radio spot of 30 sec.

(vi) 1 Coffee Table Book Design concept

1.6.3 Assessment of technical bids

The technical bids would be evaluated by a technical assessment committee on the following Criteria:

S.No	Component		Maximum Marks
1	Profile and Track Record of the Agency (as per clause 1.6.2.(b))		10
2	Core professional CVs @ 2 marks for each CV, as per Clause 1.5.4		10
3	Awards/ testimonials received from clients (Govt./PSUs Local bodies/ Autonomous Bodies/co- operative societies etc) for successfully executed campaigns (05 marks for each 1 st prize, 3 marks for each 2 nd prize and 2 marks for each 3 rd prize, as per Clause 1.6.2 (c))		10
4	Proposed Communication Strategy (as per clause 1.6.2 (d))		10
5	Sample Creative Material (as per clause 1.6.2 (e)) [The theme/topic shall be given by NHIDCL to such of the bidders who qualify the “pre-bid criteria” and the bidders shall provide and present the sample creative material before the technical assessment committee on the notified date].	A set of three print creatives with copy writing and catchy punch-lines such as inauguration advertisement, foundation stone laying ceremony, brand advertisement etc.	10
		TV commercial of 60 Seconds	10
		Design for brochure of 8 pages	10
		1 poster Design	10
		1 radio spot of 30 sec	10
		Concept of a Coffee Table Book	10
Total Marks			100

1.7 Financial Proposal

1.7.1 In preparing the Financial Proposal, Agencies are expected to take into account the requirements and conditions outlined in the RFP document.

1.7.2 The Financial Proposal shall be submitted online only in the BoQ (as per sample format **Annexure FQ 2**) available on CPP portal. However, a hard copy of the undertaking as per **Annexure FQ 1** shall be submitted with the technical bid and a scanned copy of the same shall be uploaded on CPP portal. The rates should be given for the following items:

(a) Fixed Annual Fee , to be quoted for two years, from the date of issue of work order, along with the total for two years, as given below:

1st year : Rs.....

2nd year : Rs.....

Total for 02 years : Rs.....

N.B: The Fixed Annual Fee will cover costs / expenses of the Creative Agency related to staffing, travels, boarding and lodging of team members and the retainership fee of the agency, providing creative/communication strategy for campaigns, development of comprehensive vision for taking the communication need forward, site visit by the agency teams for preparation of on-site project progress reports located PAN India, as and when required, and other minor creative works etc. as enumerated under scope of work. **The fixed fee also covers the cost of any other related work as defined under Clause 1.3.5.**

(b) Break-up of costs for other items of work listed in clause no. 1.3.2, 1.3.3 & 1.3.4 of the Scope of Work is also to be submitted in the format at **Annexure FQ 2**, which will be provided in the BoQ on CPP portal.

1.7.3 Financial quote for all the items of works (a) + (b) as enumerated under clause 1.7.2 would be construed as Total quote.

1.7.4 GST as applicable in India will be paid as per actual and the same are not required to be indicated in the financial bid. Amount of GST claimed shall be released on submission of proof of deposit of GST.

1.7.5 The cost quoted by the bidder will remain fixed for the duration of the contract. At no point of time will any deviation from the quoted rate be entertained by NHIDCL.

1.7.6 The Financial Bid shall not include any conditions attached to it and any conditional financial proposal shall be rejected summarily.

1.8 Submission of Proposals

1.8.1 The original proposal (Pre-qualification Proposal, Technical Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct

errors made by the Agency itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposal.

1.8.2 An authorized representative of the Agency should authenticate all pages of the Technical Proposal.

1.8.3 The bid should be spiral bound. The index of the bids should clearly reflect the list of documents requested in the pre qualification bid and, technical bid. All pages in the bid should be numbered.

1.8.4 The Pre-Qualification bid and the Technical Proposal should be submitted in sealed envelopes as per the guidelines enumerated in clause no. 1.5.1 of this document.

1.8.5. The Proposals should be submitted by the notified date and time.

1.8.6 No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall not be accepted.

1.9 Opening of Proposals and Selection Process

1.9.1. Pre-Qualification Bids will be opened as per notified date and time. The bidders may attend, if they so desire.

1.9.2. The Pre-Qualification Bid will, in the first instance, be examined to ascertain fulfillment of eligibility criteria and submission of required documents. Agencies that fulfill the eligibility criteria and have submitted all required documents in their pre-qualification bid will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by NHIDCL. The presentation would be made by team members identified to work with NHIDCL.

1.9.3. The Technical Proposals, on which presentations will be made, will be evaluated by a Constituted Committee as enumerated in clause no. 1.6.3 of this document.

1.9.4. Agencies scoring 70% marks or more in the Technical Evaluation (i.e. 70 out of 100), will be shortlisted for opening of financial bids.

1.9.5. Financial Bids of the shortlisted agencies qualifying the technical criterion will be opened on a date /time to be specified by NHIDCL. Financial evaluation, based on the **Total cost of all items in the BoQ** will carry a weightage of 30%.

1.9.6. Final Selection shall be based on the quality & Cost Based Selection (QCBS). The 70% weightage shall be given to the technical bid and 30% weightage shall be given to the financial bid as indicated below;

The combined Technical and Financial Evaluation:

- a.** 100 marks will be awarded to the Agency who has quoted lowest Charges in their Financial Bid (L-1) and pro-rata marks will be awarded to the other agencies accordingly.
Marks awarded to Financial Bid (Fn)=(Charges Quoted by L-1/ Charges quoted by the agency)X100.
- b.** Proposals will finally be ranked according to their combined scores of Technical (Tn) and Financial (Fn). Financial Score of Technically qualified bidders (Hn)= (0.7XTn)+(0.3XFn).
- c.** The selected bidder shall be awarded the work based upon highest score obtained by them as has been shown above (i.e. H-1, bidder who is having the highest combined score of Technical and Financial bids).
- d.** In case 2 or more bidders have the same combined score on the basis of QCBS methodology, then the bidder with the higher technical score will be considered H1 and so on. In case the technical score is also equal, then the bidder with the higher average annual turnover will be considered H1.
- e.** In case H-1 defaults, NHIDCL reserves the right to award the work to next highest bidder till H5, (i.e. H-2, H-3, H-4, H-5 in that order), provided the bidder agrees to match the Charges quoted by H-1.

1.9.7. From the time the Technical Proposals are opened to the time the contract is awarded, if any Agency wishes to contact NHIDCL on any matter related to its proposal, it should do so only in writing. Any effort by the Agency to influence decision of NHIDCL regarding proposal evaluation or award of contract may result in rejection of the proposal of the Agency.

1.10 Terms of Payment to the Selected Agency

1.10.1 No advance payment will be made for any work/assignment.

1.10.2. Payment will be made by electronic transfer of funds to the bank account of the concerned Agency in Indian Rupees. The Agency will submit pre-receipted invoices in triplicate, complete in all respects, on the last working day of every month, for necessary settlement. The invoices should be submitted along with complete details of the work undertaken during the month, supporting documents and bills as well as copies of the creative and publicity material designed / produced during the month, for which the bills are submitted. A reconciliation sheet pertaining to the bills will be submitted every month.

1.10.3. The payment shall be released only after completion of the required work and on submission of a statement of work having been executed as per the requirements detailed in the RFP Document, or communicated subsequently by NHIDCL. The monthly bills in respect of **Fixed Fee** for settlement should accompany a brief of jobs undertaken during the period.

1.10.4. The GST shall be paid as applicable and as per actual.

1.10.5. For facilitating Electronic Transfer of funds, the selected agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected agency.

1.10.6 In respect of additional items of work which may be assigned to the agency but which are outside the scope of work, payment would be considered on the basis of the actual cost, supported by third party invoices etc. and may be regulated as per DAVP rates.

1.11 Other Important Information

1.11.1. The ownership of all print / outdoor / online creative material, TV commercials, radio jingles / spots and publicity material produced / designed through the Creative Agency will at all time rest with NHIDCL and the agency / copy writer / photographer / producer, etc. will have no proprietary or other rights in respect of the same. This would include full copyright for all time use of the images / photographs used in the creative designs and publicity material.

1.11.2. The Creative Agency will provide the creative designs and publicity & promotional material in Standard international formats as would be required and conveyed by NHIDCL.

1.11.3. Raw Stock / unmixed versions/ unused footage & photographs of the TV commercials and creative designs will be the property of NHIDCL and the same are required to be handed over to NHIDCL.

1.11.4. The Creative Agency will be responsible for copy right issues concerning usage of images, footage, text material, etc. obtained through various sources. NHIDCL will not be a party to any disputes arising out of copyright violation by the agency.

1.11.5. The Creative Agency will be responsible for obtaining any permission that may be required for undertaking work as detailed in this RFP document. NHIDCL will assist the Agency in this regard, wherever possible.

1.11.6. The Creative Agency will at no time resort to plagiarism. NHIDCL will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

1.11.7. The offers submitted shall be valid for a period of 90 days from opening date of financial bid.

1.11.8. The successful agency will execute **a Performance Guarantee of Rs. 7.5 Lakhs (Seven Lakh and Fifty Thousand)** in the form of Demand Draft/ Pay Order from any Indian Scheduled /Nationalized Bank drawn in favour of National Highways & Infrastructure Development Corporation Limited, New Delhi, payable at New Delhi or FDR made in the name of agency but hypothecated to MD, NHIDCL, New Delhi or Bank Guarantee issued in favour of MD, NHIDCL, New Delhi. The Performance Guarantee should remain valid for a period of 60 days beyond the completion of the period of contract.

1.11.9. NHIDCL is however, not bound to accept any tender or to assign any reason for non acceptance. NHIDCL reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outrightly.

1.11.10 NHIDCL reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.

1.11.11 NHIDCL reserves the right to place an order for the full or part quantities under any items of work given under scope of work.

1.11.12 Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.

1.11.13. NHIDCL reserves its right not to accept bids from agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.

1.11.14 The full copyright of all creative and publicity material produced would rest with NHIDCL for all time use. This would include full copyright of images used in the creative and publicity material.

1.11.15 All creative and publicity material designed / produced will be of international quality, comparable with the existing creative and publicity material of NHIDCL.

1.11.16 The Agency will ensure submission of required creative material / publicity material and any other work undertaken within the time frame that would be conveyed by NHIDCL for each work assigned.

1.11.17 The agency shall be required to provide its service such as preparation of TVC, Radio Adv. Print material, shoot etc at different project of NHIDCL, located PAN India, particularly UTs of Ladakh, J&K, NER States, Andaman & Nicobar Islands and any other place that may be notified to the agency.

1.12. Penalty Clause

1.12.1 The agency would have to submit Performance Guarantee for an amount of **Rs. 7.5 Lakhs (Seven Lakh and Fifty Thousand)**. The same shall be liable to be forfeited in full or part in case of unsatisfactory performance by the agency, besides other action, including blacklisting of the agency, as may be deemed fit by NHIDCL. Moreover, the penalty may also be imposed in specific cases of non performance as under:

(a) In case agency has been unable to deliver any work enumerated in the work order in part, **penalty @ 15%** would be imposed equivalent to the cost of that unit of work.

(b) In case it is noticed that agency has been unable to deliver one or two items of work as a whole, **penalty @ 10%** would be imposed equivalent to the cost of those items of work. In case agency has been unable to deliver three or more items as a whole, as enumerated in the scope of work, the performance bank guarantee submitted by the agency shall be forfeited in full.

(c) If the delivery of any item(s) is delayed from the delivery schedule approved by NHIDCL, a **penalty @ 1%** of the total cost of that item, per week would be imposed.

(d) NHIDCL reserves the right to deduct the penalty either from Performance Bank Guarantee or from pending bills submitted for the work already performed by the agency.

(e) For the purpose of calculating penalty, it is mentioned that para 1.3.2 (titled – Designing and Production of Creative) has 04 items of work elaborated at (a), (b), (c) & (d), para 1.3.3 (titled – Designing of other publicity material and collaterals) has 04 items of work elaborated at (a), (b), (c) & (d) and 1.3.4 (title – photo-shoot) has 01 item of work.

1.13. Termination

1.13.1 NHIDCL may terminate the Contract of the agency and/or may initiate penal proceedings as per the law of India, in case of the occurrence of any of the events specified below:

- (i) If the Agency becomes insolvent or goes into compulsory liquidation.
- (ii) If the Agency, in the judgment of NHIDCL, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- (iii) If the Agency submits to NHIDCL a false statement which has a material effect on the rights, obligations or interests of NHIDCL.
- (iv) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to NHIDCL.
- (v) If the Agency fails to provide the quality services as envisaged under this Contract, or fails to promptly respond or fails to provide comprehensive media strategy etc.

1.14. Force Majeure

1.14.1 Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include

- (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work and avoid or overcome with utmost persistent effort in the carrying out of its obligations

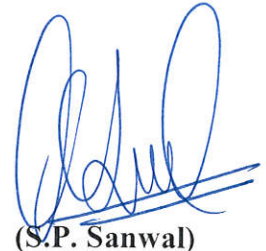
hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

1.14.2 A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

1.15. Dispute Resolution: In case of any dispute, difference or controversy arising out of or in relation to the contract agreement between the parties and so notified in writing by either party to other party that the Dispute shall, in first instance be attempted to be resolved amicably by way of Conciliation and if the dispute is not resolved through conciliation, in that event, either party may refer the dispute to Arbitration in accordance with the provisions of Arbitration and Conciliation Act, 1996. The venue of arbitration will be at New Delhi.

1.16. Governing Law and Jurisdiction: This contract agreement shall be construed and interpreted in accordance with and governed by the laws of India and the courts at Delhi shall have exclusive jurisdiction. All Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

1.17. The interested bidders may drop or send their bid by post/courier as per the guidelines stipulated in this RFP documents so as to reach NHIDCL before 1630 Hrs on 04.06.2022.



(S.P. Sanwal)

Deputy General Manager (Admin)
NHIDCL, 3rd Floor, PTI Building,
4, Parliament Street, New Delhi-110001
Tel: 011-23461636
Email: dgmadmin@nhidcl.com

SECTION II

APPLICATION- PRE-QUALIFICATION INFORMATION

Selection of agency/ agencies for entering into contract for Appointment of a Creative Agency for providing a creative/communication strategy and creative designs etc to the Ministry of Road Transport & Highways and its allied agencies.

Sl. No	Particulars	Details to be filled by the Agency	Page no.
1.	Name of the Tendering Company/ Agency/ Agency – attach certificate of registration		
2.	Name of Proprietor/Director of Tendering Company/ Agency/ Agency		
3.	Corporate Office/ Head Office/ Registered Office/ Business Address of the agency with telephone numbers and e-mail	- -	
4.	Whether agency have it's Registered or Branch Office in New Delhi/Delhi. If so, please give the address with proof and telephone numbers and e-mail		
5.	Name of Contact Person with Mobile No. & Email ID		
6.	24 hrs helpline No.		
7.	Whether Micro, Small or Startup Enterprises (attach proof of requisite registration)		
8.	Year of Incorporation/constitution of the Agency/Agency (please attach a copy)		
9.	Income Tax - PAN No. (Attach copy of PAN)		
10.	GST No. (Attach a copy)		
11.	Whether registered with Registrar of Companies. If so mention the date of Registration. (Attach copy of Registration.Certificate)		
12.	Details of the EMD of Rs.5 Lakhs		
13.	Experience details: Whether the agency have a cumulative revenue from creative work equivalent		

	to Rs. 5 Crore or above during the last 3 financial years (2018-19, 2019-20 & 2020-21).		
14.	Please provide Performance Certificate in respect of similar completed works. The Performance Certificate must indicate the value of contract/work order value of such work order should not be less than Rs. 1 Crore (Annually).		
15.	Length of experience of providing such services to reputed Government Department/PSUs/Local Bodies etc. Whether the agency has provided minimum three years of services as on closing date of the bid in designing / production of creative designs/ commercials for various media including print, TV, Radio, Outdoor Publicity Material such as Brochures, posters, maps, calendars, Coffee Table Books etc. (Attach copy of Orders/ proof and mention the page no. in the given column).		
16.	Whether the agency has successfully executed at least one similar work costing not less than 80% of the approx. annual cost of the tender or two similar works costing not less than 50% of the approx. annual cost of the tender or three similar works costing not less than 40% of the approx. annual cost of the tender during the last 07 years ending 31.03.2022, proof of which should be enclosed with the Technical Bid. Value of a certificate should not be less than Rs. 1 Crore (Annually)	YES/NO	
17.	Whether the agency has a cumulative revenue from creative work (should not include any media release billings equivalent to Rs. 1.5 Crore in the last 3 financial years) Attach Proof duly certified by the Chartered Accountant. The CA Certificate must indicate UDIN No.	YES/NO FY 2018-19 Rs FY 2019-20 Rs FY 2020-21 Rs	

	of the CA signing the certificate.		
18.	Whether the agency has submitted an affidavit of self declaration stating that it has not been black listed by any Central/State Govt. Ministry/Deptt. or PSU/ reputed private organizations during the last three years.		

Details of key personnel with the agency (as per 1.5.4)

Sl. No.	Name of personnel	Designation	Years of Experience	Contact number	Any other information

Verification — Certified that all the details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides initiation of penal proceedings by NHIDCL if it deems fit.

Signature of authorized Signatory
(with Full Name and Seal)

Date:

Place:

APPLICATION- TECHNICAL BID INFORMATION

SI. No	Particulars	Details to be filled by the Agency	Page no. of submitted document
1	Has the bidder submitted profile and track record of the agency	Yes/No	
2.	Details of awards / testimonials received by the agency for successfully executed campaigns	Yes/No	
3.	Brief on communication strategy proposed	Yes/No	
4.	Sample creative material i.e. 3 print creatives with copy writing and catchy punch lines 1.6.2 (e) (i)	To be submitted on the theme / topic to be given by NHIDCL after the bidder qualify the "pre-qualification criteria"	These will be submitted at the time of presentation on the date to be notified after pre-qualification stage.
5.	Sample creative material i.e. 1 TV commercial of 60 seconds 1.6.2 (e) (ii)		
6.	Sample creative material i.e. design for brochures of 8 pages 1.6.2 (e) (iii)		
7.	Sample creative material i.e. one poster design to show case the efforts of MoRTH 1.6.2 (e) (iv)		
8.	Sample creative material i.e. one radio spot of 30 seconds 1.6.2 (e) (v)		
9.	Sample creative material i.e. concept of a Coffee Table Book 1.6.2 (e) (vi)		

10. **Verification** — Certified that all the details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides initiation of penal proceedings by NHIDCL if it deems fit.

Date:
Place:

Signature of authorized
(with Full Name and Seal)

SECTION-III

CHECKLIST FOR BID PREPARATION

PRE-QUALIFICATION BID (to determine Minimum Eligibility) :- To be submitted in pre-qualification application format given under Section-II and kept in the First envelope super scribed “<u>Pre-Qualification Bid for Appointment of Creative Agency</u>”.		
Requirements	RFP clause	Remarks
Letter of Pre-Qualification Bid submission on the letter head of the agency signed by authorized signatory	1.5.2(i)	As per Annexure-1
Company Registration Certificate	1.5.2(ii)	
Goods and Service Tax Registration Certificate	1.5.2 (iii)	
PAN no.	1.5.2(iv)	
Copies of work orders / contracts/ Completion certificates issued by different clients and other information as asked for in the pre-bid application format	1.2.4 & 1.5.2(v)	
Cumulative revenue from creative workequivalent to Rs. 05.00 Cr or above during last 3 financial years (2018-19, 2019-20 & 2020-21) and one account of over Rs. 1.5 Cr. (C A's Certificate)	1.5.2(vi)	
Confirmation letter regarding qualified team, along with details of team members	1.5.3 & 1.5.4	As per format Annexure-2
Letter regarding declaration of ineligibility for corrupt or fraudulent practices	1.5.5	As per format Annexure-3
Undertaking	1.5.6	As per format at Annexure-4
EMD for Rs. 5,00,000/-	1.5.7	To be submitted withpre-qualification bid

Technical Bid (To be kept in the second envelope super scribed as Technical bid for appointment of creative agency)

Letter of Technical Bid submission on the letter head signed by the authorized signatory	1.6.2(a)	As per format Annexure TB 1
A brief on profile and track record	1.6.2(b)	
Awards/ testimonials received from clients (Govt./ Local bodies/co- operative) for successfully executed campaigns	1.6.2(c)	
A brief on communication strategy proposed	1.6.2(d)	These will be submitted at the time of presentation on the date to be notified after pre-qualification stage.
Three print creative	1.6.2(e)(i)	
TV commercial (60 seconds)	1.6.2(e)(ii)	
Design of brochure 8 pages.	1.6.2(e)(iii)	
1 poster design to showcase the efforts of MoRTH.	1.6.2(e)(iv)	
1 radio spot (30 sec.)	1.6.2(e)(v)	
1 Coffee Table Book design concept	1.6.2 (e) (vi)	

SECTION IV - FORMATS

Annexure 1

Letter of Pre-Qualification Bid Submission

To be provided on 'Company letter head'

Dated:_____

**The Director (A&F
NHIDCL
3rd floor, PTI Building,4-
Parliament Street, New
Delhi-110001.**

Subject :- Letter of Pre-Qualification Bid for appointment of Creative Agency of NHIDCL.

Madam / Sir,

This has reference to NHIDCL's e-tender No: _____ for Appointment of Creative Agency.

In this context, please find enclosed documents as desired for pre-qualification bid in respect of above reference RFP.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this pre-qualification bid are true and I/We accept that any misinterpretation contained in it may lead to our disqualification. I/We agree to abide by all the terms and conditions of the RFP document.

I/We understand that the NHIDCL is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder:

Authorized Signatory:.....

Name:

Seal:

Date:

Place:

Certificate for Providing Qualified team

To be provided on 'Company letter head'

Dated: _____

The Director (A&F)
NHIDCL
3rd floor, PTI Building, 4-
Parliament Street, New
Delhi-110001.

Subject :- Bid for appointment of Creative Agency of NHIDCL

Madam / Sir,

This has reference to NHIDCL's e-tender No: _____ for Appointment of Creative Agency.

In this context, I / We as an authorized representative(s) of company, certify that we shall be able to provide a qualified servicing & creative team for undertaking the creative work and campaigns of NHIDCL. The creative team would work closely with NHIDCL.

Thanking you,

Name of the Bidder:

Authorized Signatory:

Name:

Seal: Date:

Place:

Certificate of Declaration of ineligibility for corrupt or fraudulent practices

To be provided on 'Company letter head'

Dated: _____

**Director (A&F)
NHIDCL
3rd floor, PTI Building, 4-
Parliament Street, New
Delhi-110001.**

Subject :- Bid for appointment of Creative Agency of NHIDCL

Madam / Sir,

This has reference to NHIDCL's e-tender No: _____ for Appointment of Creative Agency.

In this context, I/We, as an authorized representative(s) of company, declare that presently our Company/ Agency is having unblemished record and is not declared ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender, if any, to the extent accepted may be cancelled.

Thanking you,

Name of the Bidder:

Authorized Signatory:.....

Name:

Seal: Date:

Place:

Pre-Qualification Bid - Undertaking

To be provided on 'Company letter head'

Dated: _____

**The Director (A&F)
NHIDCL
3rd floor, PTI Building,4-
Parliament Street, New
Delhi-110001.**

Subject :- Bid for appointment of Creative Agency of NHIDCL

Madam / Sir,

This has reference to NHIDCL's e-tender No: _____ for Appointment of Creative Agency.

In this context, I/we, as an authorized representative(s) of company, certify that the agency will undertake the assignment, in accordance with the Scope of Work, detailed in the RFP document and at the schedule of rates submitted by the agency in the financial proposal.

Thanking you,

Name of the Bidder:

Authorized Signatory:.....

Name:

Seal: Date:

Place:

Letter of Technical Bid Submission

Dated: _____

To be provided on 'Company letter head'

**The Director (A&F)
NHIDCL,
3rd floor, PTI Building, 4-
Parliament Street, New
Delhi-110001.**

Subject :- Bid for appointment of Creative Agency of NHIDCL

Madam / Sir,

This has reference to NHIDCL's e-tender No: _____ for Appointment of Creative Agency.

In this context, please find enclosed our technical bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this Technical bid are true and I/We accept that any misinterpretation contained in it may lead to our disqualification. I/We undertake to initiate the implementation of services immediately, as per the provisions stipulated in the RFP document, in consultation with NHIDCL, if our Proposal is accepted. I/We agree to abide by all the terms and conditions of the RFP document. I/We would hold the terms of our bid valid for 90 days as stipulated in the RFP document.

We understand that the NHIDCL is not bound to accept any proposal received by it.

**Thanking you,
Name of the Bidder:**

**Authorized Signatory:.....
Name:**

Seal:

Date:

Place:

To be provided on 'Company letter head'

Dated: _____

The Director (A&F)
NHIDCL
3rd floor, PTI Building, 4-
Parliament Street, New
Delhi-110001.

Subject :- Bid for appointment of Creative Agency of NHIDCL

Madam / Sir,

This has reference to NHIDCL's e-tender No: _____ for Appointment of Creative Agency.

I/We as the authorized representative(s) of the agency hereby offer to undertake the assignment of Creative Agency for the NHIDCL, in accordance with the terms & conditions of the above referred RFP document. Our financial bid as per the requirements of RFP document is submitted through CPP Portal. The financial proposal is exclusive of GST, which will be claimed as applicable.

Our financial bid shall be binding upon us, up to completion of the period of the contract as specified in the RFP document.

We understand that NHIDCL is not bound to accept any proposal received by it.

Thanking you,

Name of the Bidder:

Authorized Signatory:.....

Name:

Seal: Date:

Place:

Bidder Name			
	<p style="text-align: center;">PRICE SCHEDULE</p> <p>(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filing the relevant columns, else the bid is liable to be rejected for this tender, Bidders are allowed to enter the Bidder Name and Values only marked in Turquoise Color)</p>		
NUMBER	TEXT #	NUMBER #	NUMBER #
S.NO.	Item Description	Estimated Quantity *	Basic PER UNIT RATE IN Figures to be entered by the Bidder Rs. P.
1	2	3	4
1	Fixed Annual Fee		
1.01	1st Year (Lump sum)		
1.02	2nd Year (Lump sum)		
2	Cost of Print Creatives - 1.3.2 (a)	08	
3	Cost for Creatives for Outdoor/Online Domestic campaign - 1.3.2 (b)	1	
4	Cost for radio spot for domestic market - 1.3.2 (c)	1	
4.01	For 60 Sec	1	
4.02	For 30 Sec	1	
5	Cost of Television Commercials (TVC) 1.3.2 (d)		
5.01	For 30 Sec	1	
5.02	For 60 Sec	10	
5.03	For 3 Min	12	
6	Designing of Posters on identified themes 1.3.3 (a)	1	
7	Designing of Broachers - 1.3.3 (b)	1	
8	Designing of Calendar - 1.3.3 (c)		
8.01	Promotional Wall Calendar	02	
8.02	Desk Calendar	02	
9	Designing of Coffee table book - 1.3.3 (d)		
9.01	100 Pages	02	
9.02	150 Pages	1	
9.03	200 Pages	1	
10	Photo Shoot - 1.3.4	1	
Total in Figures			
Quoted Rate in Words			

*The quantity mentioned is only an estimate based of quantum of work during the last 02 years for evaluation of Financial Bids on weighted average basis. This quantity is not guaranteed and may increase or decrease as per work requirement.

Appendix-N

BANK GUARANTEE FORMAT FOR BID SECURITY

(To be stamped in accordance with Stamp Act if any, of the country of issuing bank)

Ref.: Tender No. _____, dated _____

Bank Guarantee:

Date:

WHEREAS, _____ (Name of Bidder) (hereinafter called "the bidder") has submitted his bid dated _____ (date) for the Tender No. _____, dated _____ (hereinafter called "the Bid").

KNOW ALL MEN by these presents that We, _____ [Name of Bank] of _____ [Name of Country] having our registered office at _____ (hereinafter called "the Bank") are bound unto _____ [Name of Employer] (hereinafter called "the Employer") in the sum of Rs. _____ (Rupees _____ Lakhs Only) for which payment will and truly to be made to the said Employer the Bank binds himself, his successors and assigns by these presents.

SEALED with the Common Seal of the said Bank this _____ day of _____ 201 _____

THE CONDITIONS of this obligation are:

1. If the Bidder withdraws his Bid during the period of bid validity specified in the Bid document; or
2. If the Bidder does not accept the correction of arithmetical errors of his Bid Price in accordance with the Instructions to Bidder; or
3. If the Bidder having been notified of the acceptance of his Bid by the Employer during the period of bid validity,
 - a. fails or refuses to execute the Form of Agreement in accordance with the Instructions to Bidders, if required; or
 - b. fails or refuses to furnish the Performance Security, in accordance with the Instructions to Bidders,we undertake to pay the Employer up to the above amount upon receipt of his first written demand, without the Employer having to substantiate his demand, provided that in his demand the Employer will note that the amount claimed by him is due to him owing to the occurrence of one or any of the conditions, specifying the occurred condition or conditions.

This Guarantee will remain in force up to and including the date 180 (one hundred and eighty) days after the deadline for submission of bids as such deadline is stated in the Instructions to Bidders or as it may be extended by the Employer, notice of which extension(s) to the Bank is hereby waived. Any demand in respect of this Guarantee should reach the Bank not later than the above date.

Notwithstanding anything contained herein before, our liability under this guarantee is restricted to Rs. _____ (Rs. _____) and the guarantee shall remain valid till _____. Unless a claim or a demand in writing is made upon us on or before _____ all our liability under this guarantee shall cease.

This guarantee shall also be operable at our New Delhi Branch located at _____, from whom, confirmation regarding the issue of this guarantee or extension / renewal thereof shall be made available on demand. In the contingency of this guarantee being invoked and payment there under claimed, the said branch shall accept such invocation letter and make payment of amounts so demanded under the said invocation

DATE _____

SIGNATURE OF THE BANK _____

SEAL OF THE BANK _____

SIGNATURE OF THE WITNESS _____

Name and Address of the Witness _____

The bank guarantee shall be issued by a bank (Nationalized/Scheduled) located in India

NOTE for Issuing Bank (Not to be included in the BG):-

1. The stamp papers of appropriate value shall be purchased in the name of bank, who issues the "Bank Guarantee".
2. The bank guarantee shall be from a Nationalized Indian Bank or reputed foreign commercial Bank acceptable to client for Foreign Consultant with counter guarantee from Nationalized Bank. Bank guarantee furnished by Foreign consultant shall be confirmed by any Nationalized Bank in India.
3. The bank guarantee(s) contain(s) the name, designation and Code number of the officer(s) signing the guarantee(s).
4. The address, telephone no. and other details of the Head Office of the Bank as well as of issuing branch should be mentioned on the covering letter of issuing Branch.
5. The bank guarantee for Rs. 10,000 and above is signed by at least two officials (or as per the norms prescribed by the RBI in this regard).
6. The Bank Guarantee shall be transmitted through SFMS gateway to our banker with following details:

S. No.	Particulars	Details
1	Name of Beneficiary	National Highways & Infrastructure Development Corporation Limited
2	Beneficiary Bank Account No.	90621010002610
3	Beneficiary Bank Branch IFSC	CNRB0019062
4	Beneficiary Bank Branch Name and address	Canara Bank (erstwhile Syndicate Bank), Transport Bhawan, 1st Parliament Street, New Delhi 110001

7. The confirmation with supporting details if any shall be specifically mentioned in the covering letter issued with the Bank Guarantee.

**** List of Banks whose BGs are acceptable**

List of Scheduled Public Sector Banks	List of Private Sector Banks	List of Small Finance Bank
13. Bank of Baroda	18. Axis Bank Ltd.	1. AU Small finance Bank Ltd
14. Bank of India	19. Bandhan Bank Ltd.	2. Equitas small Finance Bank Ltd
15. Bank of Maharashtra	20. CSB Bank Ltd.	3. Suryoday Small Finance Bank Ltd
16. Canara Bank	21. City Union Bank Ltd.	4. Ujjivan small Finance Bank Ltd
17. Central Bank of India	22. DCB Bank Ltd.	5. Utkarsh Small Finance Bank Ltd
18. Indian Bank	23. Federal Bank Ltd.	6. ESAF Small Finance Bank Ltd
19. Indian Overseas Bank	24. HDFC Bank Ltd.	7. Jana Small Finance Bank Ltd.
20. Punjab National Bank	25. ICICI Bank Ltd.	
21. Punjab & Sind Bank	26. IndusInd Bank Ltd.	
22. State Bank of India	27. IDFC First Bank Ltd.	
23. UCO Bank	28. Jammu & Kashmir Bank Ltd.	
24. Union Bank of India	29. Karnataka Bank Ltd.	
	30. Karur Vysya Bank Ltd.	
	31. Kotak Mahindra Bank Ltd.	
	32. RBL Bank Ltd.	
	33. South Indian Bank Ltd.	
	34. Tamilnadu Mercantile Bank Ltd.	
	18. YES Bank Ltd.	
	20. IDBI Bank Ltd.	