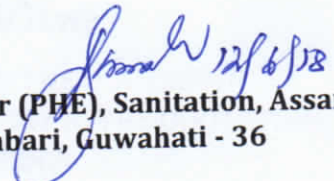


**GOVERNMENT OF ASSAM**  
**OFFICE OF THE MISSION DIRECTOR: SWACHH BHARAT MISSION-GRAMIN, ASSAM**  
**HENGRABARI, GUWAHATI-781036**

**Short Notice Inviting Quotation (SNIQ) No.:11**

Sealed Quotations are invited from interested firms (proprietorship/partnership)/companies/agencies affixing non refundable court fee stamp worth Rs 8.25 (Rupees eight and paise twenty-five) for "Hiring of Agency to **conceptualise, design, develop and execute a Comprehensive publicity campaign for Assam Conference on Sanitation 2018 (ASCOSAN 2018) event to be held in June 2018 under Swachh Bharat Mission (Gramin) Assam, Hengrabari, Guwahati - 36.** The details of the Quotations may be obtained from the official website [www.ph sanitation.assam.gov.in](http://www.ph sanitation.assam.gov.in) and Quotations should be submitted manually **on or before 16:00 hours of 19<sup>th</sup> June, 2018.**

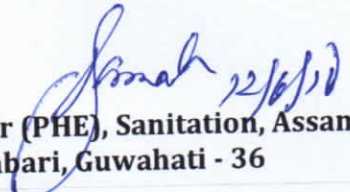
  
**Chief Engineer (PHE), Sanitation, Assam**  
**Hengrabari, Guwahati - 36**

**Memo No. RGRWSM-445/2018-19**

**Dated:12<sup>th</sup> June, 2018**

**Copy to:**

1. The Additional Chief Secretary, PHE etc. Department, Govt. of Assam, Dispur, Guwahati-6.
2. The Secretary to the Govt. of Assam, PHED, cum Mission Director, SBM-G, Assam, C.M. Block, 3<sup>rd</sup> Floor, Assam Secretariat, Dispur, Guwahati-6.
3. The Chief Engineer (PHE), Water, Assam, Hengrabari, Guwahati-36.
4. The Director, Information and Public Relation, Assam, Dispur, Guwahati-6, with the request to publish the notice in highly circulated English and Assamese dailies.
5. The PS to Hon'ble Minister, PHE Department, Dispur, Guwahati-6.
6. The Sr. FAO, Mission Directorate, Swachh Bharat Mission (G), Assam.
7. The Procurement Officer, Mission Directorate Swachh Bharat Mission (G), Assam.
8. The Media Specialist, Mission Directorate, Swachh Bharat Mission (G), Assam.

  
**Chief Engineer (PHE), Sanitation, Assam**  
**Hengrabari, Guwahati - 36**



**NOTICE INVITING QUOTATIONS**

**Hiring of Agency to conceptualise, design, develop and execute a Comprehensive publicity campaign for Assam Conference on Sanitation 2018 (ASCOSAN 2018) event to be held in June 2018 under Swachh Bharat Mission (Gramin) Assam. HENGRABARI, GUWAHATI - 36.**

**PART A**

**MISSION DIRECTORATE  
SWACHH BHARAT MISSION-GRAMIN  
ASSAM, HENGRABARI  
GUWAHATI-781036**

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4. ELIGIBILITY CRITERIA
5. CRITERION FOR DISQUALIFICATION
6. SUBMISSION, RECEIPT, AND OPENING OF QUOTATIONS
7. EVALUATION OF THE QUOTATIONS
8. QUOTATIONERS ADDRESS AND CONTACT DETAILS
9. SPECIAL CONDITION
10. INFORMATION TO BE FURNISHED ALONG WITH THE QUOTATION
11. INSTRUCTIONS TO QUOTATIONERS FOR SUBMITTING THE QUOTATION
12. INTERPRETATION OF THE QUOTATION DOCUMENT
13. RATE
14. PREPARATION & SUBMISSION OF QUOTATIONS
15. CONDITIONAL QUOTATION
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### **Part-B: STANDARD FORMS FOR TECHNICAL AND FINANCIAL QUOTATION**

**PART A: GENERAL CONDITIONS, QUALIFYING CRITERION AND PROCEDURE FOR SUBMISSION OF QUOTATION ETC**

**1. NOTICE INVITING QUOTATION:**

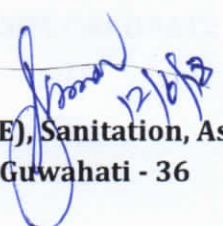
**GOVERNMENT OF ASSAM  
OFFICE OF THE MISSION DIRECTOR: SWACHH BHARAT MISSION-GRAMIN, ASSAM  
HENGRABARI, GUWAHATI-781036**

**SHORT NIQ No. 11**

Sealed Quotations are invited from interested firms/companies/agencies affixing non refundable court fee stamp worth Rs 8.25 (Rupees eight and paisa twenty-five) for **Hiring of Agency to conceptualise, design, develop and execute a Comprehensive publicity campaign for Assam Conference on Sanitation 2018 (ASCOSAN 2018) event to be held in June 2018 under Swachh Bharat Mission (Gramin) Assam, HENGRABARI, GUWAHATI - 36.**

The interested individuals (proprietorship/partnership)/agencies are required to submit their quotations manually in a sealed cover super scribed as **HIRING OF AGENCY TO CONCEPTUALISE, DESIGN, DEVELOP AND EXECUTE A COMPREHENSIVE PUBLICITY CAMPAIGN FOR ASSAM CONFERENCE ON SANITATION 2018 (ASCOSAN 2018) EVENT TO BE HELD IN JUNE 2018 UNDER SWACHH BHARAT MISSION (GRAMIN) ASSAM, HENGRABARI, GUWAHATI - 36 AND SHOULD REACH IN THE OFFICE OF THE MISSION DIRECTOR, SWACHH BHARAT MISSION (GRAMIN), ASSAM, HENGRABARI, GUWAHATI -36 ON OR BEFORE 16:00 HOURS OF 19<sup>TH</sup> JUNE, 2018.**

The details of the Quotations may be obtained from the official website [www.phsanitation.assam.gov.in](http://www.phsanitation.assam.gov.in) of the undersigned. Quotations submitted should be duly signed by the authorized signatory and stamped with the official seal of the quotationer on each pages. Any Quotations which is submitted without signatures and stamp on each page shall be rejected.

  
**Chief Engineer (PHE), Sanitation, Assam  
Hengrabari, Guwahati - 36**

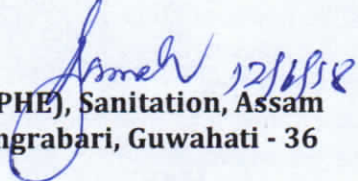
**Memo No. RGRWSM**

**Dated:**

**Copy to:**

1. The Additional Chief Secretary, PHE etc. Department, Govt. of Assam, Dispur Guwahati-6.
2. The Secretary to the Govt. of Assam, PHED, cum Mission Director, SBM-G, Assam, C.M. Block, 3<sup>rd</sup> Floor, Assam Secretariat, Dispur, Guwahati-6.

3. The Chief Engineer (PHE), Water, Assam, Hengrabari, Guwahati-36.
4. The Director, Information and Public Relation, Assam, Dispur, Guwahati-6, with the request to publish the notice in highly circulated English and Assamese dailies.
5. The PS to Hon'ble Minister, PHE Department, Dispur, Guwahati-6.
6. The Sr. FAO, Mission Directorate, Swachh Bharat Mission (G), Assam.
7. The Procurement Officer, Mission Directorate Swachh Bharat Mission (G), Assam.
8. The Media Specialist, Mission Directorate, Swachh Bharat Mission (G), Assam.

  
Chief Engineer (PHE), Sanitation, Assam  
Hengrabari, Guwahati - 36

## 2. Scope of work:

The scope of the work for the agency shall be as follows:

- a. Designing of creative for:
  - i. Print advertisement
  - ii. Outdoor advertisement
  - iii. Standee
  - iv. Banner
  - v. Online Social Media content for platforms like Facebook, Twiteer etc.
- b. Conceptualize, develop and production of:
  - i. Radio Spots for Radio advertisement
  - ii. TVC for Television advertisement
  - iii. Audio Visuals (AVs)
- c. Printing, Supply and Installation of Hoardings, Banners, Standees etc.
- d. Videography.
- e. Photography.
- f. Documentation.
- g. PR Coverage & Media Management.

## 3. Quotation Validity:

- a) The rates quoted must valid up to 180 days.
- b) Tax as applicable should be mentioned separately

## 4. Eligibility criteria

The participating agency/ firm must meet the following conditions:

- a. The Agency can either be a Company registered in Assam or a partnership firm (proprietorship/partnership) in Assam and should be in operations for minimum **5 years**. Proof of incorporation to be submitted along with the Bidding documents.
- b. The Agency should have a place of business at Guwahati. Copy of **valid address proof** (Trade Licence/Registration Certificate/Electricity Bill/Telephone Bill/ Duly notarised Rent Agreement etc.) to be submitted along with the Bidding documents.
- c. The Agency should have an average annual turnover of **Rs. 1.00 Crore** (Rupees One Crore only) during the last **3 (Three)** financial years i.e 2015-16, 2016-17 and 2017-18. Turnover Summary Certificate from Chartered Accountant should be submitted along with the Bidding Documents.
- d. The Agency must have minimum **5 (Five) years** of work experience in similar field and must have done works related to all the elements as mentioned in **pt. (a) to (g) of Para 2 above**.
- e. The agency must have conceptualised, designed and executed minimum **2 (Two) Nos.** of comprehensive media/ publicity/ event management campaigns in the field of Sanitation, WASH for State/

Central Government Departments, preferably Swachh Bharat Mission (Gramin) out of which **1 (One)** assignment should have to be executed in the **last 1 (One) year**. Work Order or Completion Certificate supporting the same should be furnished.

- f. The Agency must provide details of empanelment with any Government Departments and/ or PSUs, if any.
- g. The Agency must have a full-fledged in-house skilled creative, design and promotion team in Guwahati to carry out any or all work related to the above-mentioned scope. Details of such personnel to be submitted along with the Bidding documents.
- h. The Agency must have experience of working in collaboration with development agencies, preferably with Government Departments.
- i. The Agency should not have, during the last three years, failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or an arbitration award against The Agency, nor been expelled from any project or agreement nor have had any agreement terminated for breach of contract by such Applicant. Scan copy of litigation history, if any, duly certified by Notary, shall have to be submitted along with the Bidding Documents. An undertaking to this effect should be signed by the authorised person of the agency and submitted along with the Bidding documents.

#### 5. **Criterion For Disqualification:**

Even if an applicant satisfies the above noted requirements, it is liable to be disqualified if it is found to have:

- a) Made a false representation in the form, statement and attachments required in the documents for this empanelment;
- b) A record of poor performance such as abandoning work, not properly completing contract, financial failures or delayed completion;
- c) Been convicted by any court of law.
- d) Must not have been blacklisted by any government/ semi government department in the last three years.
- e) Any document(s) submitted along with the Bidding documents which are ambiguous in nature or not legible or has alterations which are not certified may lead to disqualification. No communication in this regard shall be made to the bidders and the agency should ensure that all the documents are proper in all respect.

#### 6. **Submission, Receipt, and Opening of Quotations:**

- a. The original bids, both technical and financial (in separate sealed covers) shall contain no interlineations and overwriting, except as necessary to correct errors made by the Quotationers themselves. The person who signed the quotations must initial such corrections. The sealed covers may clearly be super scribed as "**TECHNICAL**" and "**FINANCIAL**" bids.
- b. An authorized representative of the Quotationers shall initial all pages of the original Technical and Financial bids.
- c. The documents must be sent to the address/addresses indicated in the Quotation Document and received by the Mission Directorate no later than

the time and the date indicated in the Data sheet, or any extension to this date. Any Quotation received by the Mission Directorate after the deadline for submission shall be returned unopened.

**7. Evaluation of the Quotations:**

**Stage 1:**

a) Bidders who will comply with qualification requirement as mentioned in **Clause 5** shall be shortlisted and shall be notified.

b) Bidders who do not fulfil the criterion as mentioned in **Clause 5** will be rejected in this stage of evaluation and no communication in this regard shall be made to the non-responsive bidders.

**Stage 2:**

The qualified bidders will be given weightage as below:

**a) Technical: 80%:**

<b>Bid Component</b>	<b>Weight age in Technical Score</b>
B-1. Up to date Firm/Company Registration Certificate, Trade License, GST Registration, etc	20
B-2. <b>Average annual turnover during last 3 years</b> i. Annual Turnover of more than 1.00 Crore but below 1.50 Crore - 5 marks ii. Annual Turnover of more than 1.50 Crore- 10 marks (Financial Turnover Certificate endorsed by CA to be submitted)	10
B-3. <b>Prior Experience in Central/State Govt. projects of similar nature (at least two projects) in last 3 years</b> i. If executed 2 = 5 marks ii. If executed 3 - 5 projects = 10 marks iii. If executed more than 5 projects = 15 marks (copy of work order needs to be submitted)	15
B-4. <b>Team composition and Infrastructure strength</b> i. Details of skilled personnel in Creative field = 5 marks. ii. Details of skilled personnel in Design field = 5 marks. iii. Details of skilled personnel in Promotion field = 5 marks. (CVs of professionals as mentioned above must be submitted)	15



<b>B-5. Power Point Presentation to the Evaluation Committee</b>	
i. Proposed creative samples and campaign idea – 20 marks	
ii. Showreel on DVD (not more than 5 mins) of previously done work - 20 marks (campaign idea should not include any financial details)	40
<b>Total</b>	<b>100</b>

**b) Financial: 20%:**

**Based on the combined Technical and Financial score as above, the bidders shall be rated in descending order from highest to the lowest (H1, H2, H3 .....)**

**8. Quotationers Address and Contact Details:**

The quotationers should furnish their full postal address, letters sent by the directorate in the address mentioned by the bidders by speed post / courier / by hand shall be deemed to have been received by the bidders and no complaint about non receipt of letters shall be entertained. The bidders should therefore in their own interest contact the respective officers to ascertain the letter issued. Change of address of the bidders should forthwith be notified by the bidders to all concerned.

**9. Special Conditions:**

- a) The Mission Directorate reserves the right of rejection of all or any quotation without assigning any reason there of, and does not bind itself to accept the H1 rate/H1 bidder.
- b) In case of any dispute between the Quotationer and the Mission Directorate, the dispute shall be referred to the Mission Director, Swachh Bharat Mission (Gramin), C/o Chief Engineer (PHE) Sanitation Assam, Hengrabari, Guwahati-781036 to sort out the matter.
- c) Canvassing in any form in connection with the quotation is strictly prohibited and the quotation submitted by the parties supporting with canvassing are liable for rejection.
- d) No extra clause/terms & conditions imposed by the Quotationers will be entertained by the Mission Court jurisdiction: Within the jurisdiction of Gauhati High Court, Assam.
- e) The Mission Directorate reserves the right to allot the work in part or in whole, as per requirement.
- f) Actual work allotted may increase or decrease as per requirement of Mission Directorate, SBM-G.

**10. Information to be furnished along with the quotation:**

- i. PROOF OF TURNOVER FOR THE LAST 3(THREE) YEARS AS MENTIONED ABOVE.
- ii. PROOF OF EXPERIENCE.
- iii. PROOF OF OFFICE SET-UP AT GUWAHATI, ASSAM.

- iv. DETAILS OF STAFF AND INFRASTRUCTURE.
- v. PROOF OF ESTABLISHMENT/REGISTRATION.
- vi. COPY OF PAN CARD.
- vii. COPY OF GST REGISTRATION CERTIFICATE.
- viii. BANK ACCOUNT DETAILS- NAME, ACCOUNT NUMBER, BRANCH ADDRESS AND IFSC CODE.

**11. Instructions to Quotationers for submitting the quotation:**

- a. The original documents are to be submitted in a separate sealed cover where No. of the notice inviting quotation and the name of the item for which the quotation is submitted to be clearly mentioned on the body.
- b. The sealed cover as mentioned above should be submitted to the undersigned physically or through registered post/reputed courier service on or before the closing time and date of the quotation. The department will not be responsible for non receipt of said covers through post/courier and the bid will be treated as non responsive and thus be cancelled
- c. The Tender Box shall be opened on the date and time as stipulated in the Short Notice in presence of the quotationers or their authorized representatives, who like to be present.

**12. Interpretation of the quotation document:**

The quotation documents are drawn up in English and other documents that are to be filled up by the quotationer shall also be in English. The language to which the documents are to be interpreted shall be English.

**13. Rate:**

The intending quotationer shall quote rate for every item in the "Financial Quotation (Annexure-A)". If rate for any specification is not quoted then the lowest quoted rate of other technically responsive quotationers shall be considered to decide the overall lowest bidder. All quotations shall have to be submitted as per the given formats for Technical Forms (TECH 1,2,3 & 4) and for Financial (Fin-1) may be filled. Applicable GST if should be shown separately.

**14. Preparation and Submission of Quotations:**

The quotationer is required to study carefully all the quotation documents and prepare his/her quotation to comply with all the provisions thereof. Submission of a quotation shall be taken as evidence and confirmation that the quotationer has acknowledged all the provisions of the quotation documents and has fully acquainted himself/herself with all factors which may influence the preparation of his/her quotation. Negligence of the quotationer to observe instructions in preparing his/her quotation shall be at his/her own risk and shall not be a ground for securing relief from any error found or discrepancies contained in his bid, or a cause for withdrawal of his quotation after it has been opened.

Quotations should be completed in all respect and shall be consisting of the documents/information as stated in clauses of the 'Instruction to Quotationers'

**15. Conditional quotation:**

Conditional quotations shall be rejected.

**16. Unsealed quotation Documents:**

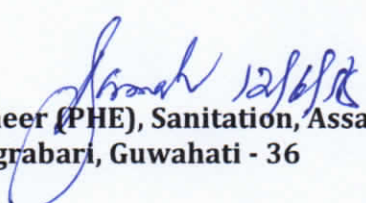
The quotations shall be rejected if the hard copies to be submitted as mentioned above to the undersigned not properly sealed.

**17. Payment Schedule:**

- a) No advance payment shall be made.
- b) Payment shall be made on satisfactory completion of the assignment and submission of proper Tax Invoice as per provisions/agreement of the contract within **45 (Forty Five)** days, subject to availability of fund.

**18. Special Provisions of the Contract:**

- a) **Safety measures:** The individual/ agency/firm/organization, to whom the assignment shall be awarded, shall be responsible for the safety of all professional /staff engaged in the field at their own expenses.
- b) **Contract agreement:** The individual/ agency/firm/organization, to whom the contract shall be awarded, shall enter into and execute a contract agreement. The bid document, letter of acceptance, document submitted, uploaded by the successful bidder shall form part of the contract agreement.
- c) **Jurisdiction:** In case of any dispute arising out of the Contract, it will be governed under the jurisdiction of Gauhati High Court.
- d) **Non Compliance of the contract agreement:** If the individual/ agency/firm/organization, to whom the contract is awarded, fails to comply with any condition of the contract agreement, the Mission Director, SBM (G), shall be at liberty to cancel the assignment at any stage of progress of the assignment.
- e) **Time of completion of the assignment:** The assignment is time bound. The assignment shall have to be completed within the stipulated time of completion as mentioned in the Notice Inviting Tender.
- f) **Subletting the assignment:** The assignment or any part thereof shall not be allowed to sublet.
- g) **Idle time:** As the work is time bound, no idle time is applicable under any circumstances.
- h) **Force -de -majeure clause:** The contract is subject to Force-de-majeure clause as applicable under the law.

  
Chief Engineer (PHE), Sanitation, Assam  
Hengrabari, Guwahati - 36



**PART B**

**QUOTATION DOCUMENT**

**FOR**

**"Hiring of Agency to conceptualise, design, develop and execute a Comprehensive publicity campaign for Assam Conference on Sanitation 2018 (ASCOSAN 2018) event to be held in June 2018 under Swachh Bharat Mission (Gramin) Assam.**

**" HENGRABARI, GUWAHATI - 36**

**STANDARD FORMS FOR TECHNICAL AND FINANCIAL QUOTATION**

**MISSION DIRECTORATE  
SWACHH BHARAT MISSION-GRAMIN  
ASSAM, HENGRABARI  
GUWAHATI-781036**

## STANDARD FORMS FOR TECHNICAL QUOTATION

FORM TECH - 1

**Covering Letter**  
(On the Letterhead of the bidder)

To,  
The Chief Engineer (PHE), Sanitation: Assam  
SWACHH BHARAT MISSION -GRAMIN  
PHE CAMPUS, HENGRABARI  
GUWAHATI-781036  
e-mail Id.: [sbmg.assam@gmail.com](mailto:sbmg.assam@gmail.com)

Date: \_\_\_\_\_

**Sub** : "Hiring of Agency to conceptualise, design, develop and execute a Comprehensive publicity campaign for Assam Conference on Sanitation 2018 (ASCOSAN 2018) event to be held in June 2018 under Swachh Bharat Mission (Gramin) Assam" HENGRABARI, GUWAHATI - 36.

**Ref** : SNIQ no

Dear Sir,

With reference to the above, I/We would like to inform you that having examined the BIDDING Document and application form including guidelines for submission, scope of work etc., we hereby submit all the necessary information and relevant documents relating to the "Hiring of Agency to conceptualise, design, develop and execute a Comprehensive publicity campaign for Assam Conference on Sanitation 2018 (ASCOSAN 2018) event to be held in June 2018 under Swachh Bharat Mission (Gramin) Assam" HENGRABARI, GUWAHATI - 36.

The rates are exclusive of taxes and we understand that MISSION DIRECTORATE, SBM-G, ASSAM reserves the right to reject any application without assigning any reason thereof.

Yours faithfully,

(Signature of Authorised Person)

Date:

Seal:

**Information of Bidder**

Name of the individual/ Agency/organization (In :  
full)  
Address :  
Telephone no :  
E-mail address :  
Year of establishment/Registration(Certificate of :  
Registration/Incorporation under relevant Acts)  
Place of business :  
Contact Person :  
Name and No of Partners (For Firm /Company) :  
Address and Contact Details of each Partner :  
Any other information :

**(Signature of Authorised Person)**

Date:

Seal:

**Bidder's Experience of Relevant Projects:**

**S.No Year**

- 1 Work/Projects Name(s)
- 2 Location/Organization to whom service provided
- 3 Start Date
- 4 End date
- 5 Description of actual services provided by the firm
- 6 Present Status of the project

**N.B:** Work order shall be attached along with the Bidding document  
Separate sheet for each project completed shall have to be submitted

**(Signature of Authorised Person)**

Date:  
Seal



**FORM TECH-4**

<b>Turnover</b>		
Annual Turnover for the last three financial years 2015-16, 2016-17 & 2017-18 along with audited balance sheet except FY 2017-18 (CA Certificate may be furnished)		
<b>S.No</b>	<b>Year</b>	<b>Turnover in INR Lakhs</b>
1	2015-16	
2	2016-17	
3	2017-18	
<b>AVERAGE TURN OVER</b>		

**(Signature of Authorised Person)**

Date:

Seal

**Note:** Turnover to be attested by Chartered Accountant /supported by audited statement.

**STANDARD FORMS FOR FINANCIAL QUOTATION**

Sr No	Medium/ Description	Specifications	Qty	Unit	Rate (Rs)	Amount (Rs.)
<b>1</b>	<b>Creative Designing &amp; Adaptation</b>					
a	Print Advertisement Full Page	Full Page	4	nos		
b	Print Advertisement Half Page	Half Page	4	nos		
c	Hoardings	20' x 10'	4	nos		
d	Standee	6' x 2.5'	4	nos		
e	Banner	8' x 2'	4	nos		
f	Facebook	Various	4	nos		
<b>2</b>	<b>Concept &amp; Production Charges</b>					
a	Radio Spots	30 secs	2	nos		
b	TVC for Television	30 secs	2	nos		
c	Audio Visuals (Avs)	2 mins	3	nos		
<b>3</b>	<b>Social Media Promotion on Facebook</b>	7 days	NA	days		
<b>4</b>	<b>Outdoor Installation</b>	(inclusive of all charges viz., flex printing, mounting, installation, transportation, courier except taxes)				
a	Hoardings across Assam	2 Nos per District HQ in Assam & 10 Nos in Guwahati	76	nos		
b	Banners across Assam	5 Nos per District HQ in Assam & 20 Nos in Guwahati	175	nos		
c	Standees across Assam	2 Nos per District HQ in Assam & 10 Nos in Guwahati	76	nos		
<b>5</b>	<b>Videography</b>	1. Multi Camera Coverage minimum 5 Camera with Jimmy Jib, Body Grip, online switching facility. Must give 40 mins edited DVD version of the whole event with	1	nos		

		bytes of guests, dignitaries and participants with music & English VO. Must be shot in full HD with graphic name plates, montage of the event. Use reactions and other footage from the event to make it more exciting. 2. Detailed raw footage of the entire event covering the whole day activity is to be submitted.				
6	Photography	High quality photos shot in full HD. All the important events of the day must be captured and selected 200 photos must be submitted in hard copy (designer album) and soft copy (DVD)	1	nos		
7	Documentation	Spiral bound report (A4 size) with good quality paper and designer front & back page with photos, minutes of the event. Maximum 25 Pages	1	nos		
7	PR Coverage & Management		1	nos		
8	Agency Co-ordination Charges		1	LS		

**Date:  
Signatory)**

**(Authorized**

**Seal:**