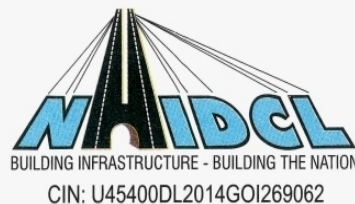


राष्ट्रीय राजमार्ग एवं अवसंरचना विकास निगम लिमिटेड

सड़क परिवहन और राजमार्ग मंत्रालय, भारत सरकार
तीसरी मंजिल, पीटीआई बिल्डिंग, 4-संसद मार्ग, नई दिल्ली-110001

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 23461600, www.nhidcl.com



(भारत सरकार का उद्यम)

(A Government of India Enterprise)

F.No. NHIDCL/Admin/CreativeAgency/2022/e-208713

Dated:27.03.2023

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

Approximate cost of the tender for two years	Rs. 3,00,00,000/-
Annual Approximate cost of the tender.	Rs. 1,50,00,000/-
Earnest Money Deposit	Rs.6,00,000/-
Performance Security Deposit	@3% of the bid value
Date of Release of Tender on CPP portal	27.03.2023
Submission of Pre-Bid Queries	04.04.2023 up to 1500 Hrs
Pre-Bid Conference	04.04.2023 at 1530 Hrs
Clarification on the Pre-Bid Queries, if any	06.04.2023
Last date and time for submission of Bids	17.04.2023 by 1600 Hrs
Date and time for opening of Technical Bids	18.04.2023 at 1630 Hrs
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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SUBJECT: 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

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 (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 Document is available on the website of NHIDCL www.nhidcl.com.

1.1.8 Interested Companies/ Agencies may submit their bids complete in all respect along with **Earnest Money Deposit (EMD) of Rs. 6,00,000/-** (Rupees Six 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 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 and drawn on an Indian scheduled/Nationalized bank only is acceptable), along with other **requisite documents**.

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 Agency awarded contract has to provide professional and objective service to NHIDCL and must avoid conflict with their other assignment or their own Corporate interest. It will 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.

1.1.14 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.

1.1.17 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.

1.1.18SUBMISSION 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 at the following address:

- i. Email ID: dgmadmin@nhidcl.com
- ii. DGM (A): NHIDCL, 3rd Floor, PTI Building, 4-Parliament Street, New Delhi

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 Eligibility Criteria

The agencies submitting the bids should fulfill, the below given Eligibility Criteria to qualify for the bidding:-

- 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 (2019-20, 2020-21& 2021-22) from the contracts awarded by Government Departments/PSUs/Local Bodies/Autonomous Bodies.
- 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. **(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-I).**
- 1.2.7 The bidder 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 10 yrs of experience in handling Government Departments/PSUs/Local Bodies/Autonomous Bodies etc. Should have handled at least one creative contract for any Ministry / Department in the last 3 years.
Client Servicing (1)*	Having more than 05 yrs of experience in providing such services and handling of similar accounts in Government Departments/PSUs/Local Bodies/Autonomous Bodies etc..Handled at least one creative assignment for Ministry/Department.
Copy Writer (1)*	Having more than 05 yrs of experience in writing content/copy for Government Departments/PSUs/Local Bodies/Autonomous Bodies etc. Experience in writing campaign for a Ministry in the last 3 years.
Graphic Designer (1)* Video editor (1)*	Having more than 05 yrs of experience in handling similar assignments of Government Departments/PSUs/Local Bodies/Autonomous Bodies etc. Should have worked on 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 teams 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.

1.2.8 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. An undertaking in the format at **Annexure-II** to be submitted. The undertaking should be dated after the issue of tender on CPP portal. Undated undertaking or old undertaking shall be treated as invalid.

1.2.9 The bidding agency should have successfully executed at least one similar work costing not less than 80% of the annual approximate cost of the tender or two similar works costing not less than 50% of the annual approximate cost of the tender or three similar works costing not less than 40% of the annual approximate cost of the tender during the last 07 years ending 28.02.2023, proof of which should be enclosed with the Technical Bid. Value of a certificate should not be less than Rs. 60 Lakhs.

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.

1.2.10 The bidder should submit Earnest Money Deposit (EMD) for Rs. 6,00,000/- (Rupees Six 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. The EMD will be forfeited if the bidder back out from its offer after its submission or any information furnished by the bidder is found to be false/incorrect.

NB: Micro, Small and Startup agencies are exempted from submission of EMD provided, the registration should be for the business/activity of a Creative Agency or similar services.

1.2.11 The bidder should be a company having good profile and Track Record of providing such services. The bidder agency shall submit details of the similar assignments,

completed / ongoing contracts in respect of the contracts awarded by Govt Departments/PSUs/Local Bodies/Autonomous Bodies/ etc. The value of such contract/work should not be less than Rs. 60 Lakhs. The bidder agency should submit performance certificate from the clients indicating the level of performance viz excellent / outstanding, very good, good, satisfactory etc. The performance certificates must carry the annual value of the contract/work. A certificate of value of less than Rs. 60 Lakhs shall not be considered.

1.2.12 The bidder should submit sample creative material on the themes / topics given in Column-3 of the table under Clause 1.6. The bidder may be required to make a presentation in respect of these creative, if so required, before the technical assessment committee on the date to be notified to the bidders. The creative are required to be submitted for the following:

- (i) One TV commercial of 60 seconds.
- (ii) Design for brochure of 8 pages.
- (iii) 1 Poster Design.
- (iv) 1 Radio spot of 30 sec.

1.2.13 The bidder should submit an undertaking on the letterhead of the Agency, duly signed by an authorized signatory (as per format at **Annexure-FQ-1**), 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).

1.3 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. The images thus 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 60 seconds duration, 120 seconds duration, 180 seconds duration and 300 seconds duration 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. The images thus 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 08-30 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 50 pages/ 100 pages/ 150 pages/ 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

1.4.1A 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.

1.4.2Any 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	Clarifications requested

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

dgmadmin@nhidcl.com

1.5 Guidelines for submission of Proposals

1.5.1 The Technical Bid should be submitted with a covering letter on the agency letter head, signed by the authorized signatory (as per the format at Annexure TB 1)

Agencies are required to submit their bids as per the details given below:-

- (a) First envelope:- EMD document should be placed in the first envelope, super scribed as **‘EMD for the bid for appointment of Creative Agency’**
- (b) Second envelope: - The Technical Bid (This envelope should be super scribed as **‘Technical Bid for appointment of Creative Agency’**). The Technical Bid information is to be submitted in the Technical Bid format given under Section-2 and should be submitted with a covering letter as per format given as **Annexure-TB-1**.
- (c) Third envelope:- Sample creative material as per details given at Sr .No. 3 of the table under Clause 1.6.
- (d) The three sealed envelopes as mentioned above should be kept in a bigger envelope to be super scribed as **“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

1.6 Assessment of technical bids

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

S.No.	Component	Maximum Marks
1	Profile and Track Record of the Agency (as per clause 1.2.11. This assessment will be based on the work performance indicated in the performance certificates. (05 marks for each excellent / outstanding grading, 04 marks for each very good grading, 03 marks for each good grading and 02 marks for each satisfactory grading).	20
2	Core professional CVs @ 2 marks for each CV, as per Clause 1.2.7	10
3	Sample Creative Material on the following themes / topics. (as per clause 1.2.12)	
	i. TVC on Corporate functioning of NHIDCL. For more details about NHIDCL please visit NHIDCL website www.nhidcl.com	TV commercial of 60 Seconds 10
	ii. Corporate Brochure about NHIDCL activities. For more details about NHIDCL please visit NHIDCL website www.nhidcl.com	Design for brochure of 8 pages 05
	iii. Poster Design giving brief overview of Ministry of Road Transport & Highways which is entrusted with the task of formulating and administering policies for Road Transport, Highways and Transport Research for a sustainable, efficient, safe and internationally comparable quality of Road Infrastructure. More details are available on the website: http://morth.nic.in	1 Poster Design 10
	iv. One Radio spot about Swachata Campaign-2 launched by the Government during 2 nd -31 st Oct, 2022.	1 Radio spot of 30 sec 05
4.	Number of Government Departments / PSUs/Local Bodies/Autonomous Bodies/Corporate Societies served / being served by the bidder. 02 marks for each subject to maximum 05.	10
	Total Marks	70

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**). 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, as given below:

1st year : Rs.....

2nd year : 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 BOQ as per format at **Annexure FQ 2**.

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 Technical Bid should be submitted as per guidelines under Clause 1.5. The hard copy of the technical documents and information should be spiral bound. The index of the bid should clearly reflect the list of documents. All pages in the bid should be properly numbered.

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

1.8.3 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. Technical Bids will be opened as per notified date and time. The bidders may attend, if they so desire.

1.9.2. The technical bid shall be first examined to ascertain fulfillment of eligibility criteria and submission of required documents. Agencies that fulfill the eligibility criteria and have submitted all required documents will be invited to make presentations on their sample creative, if so required, 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 of this document.

1.9.4. Agencies scoring 60% marks or more in the Technical Evaluation (i.e. 42 out of 70), 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 i.e. if there are two H-1 (Tie), 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 and Terms & Conditions

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 amount @ 3% of the bid value** 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 out rightly.

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.

1.11.14The 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 @ 3% of the bid value. 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 the whole amount of work enumerated in the work order, **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, **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.
- (vi) In case agency fails to provide the ordered service without any justifiable reasons

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, through the sole Arbitrator, to be appointed by NHIDCL. 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.

(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 FOR TECHNICAL BID

Selection of 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.

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		
3.	Corporate Office/ Head Office/ Registered Office/ Business Address of the agency with telephone numbers and e-mail	- -	
4.	Whether agency has 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.	Whether Micro, Small or Startup Enterprises (attach proof of requisite registration)		
7.	Year of Incorporation/constitution of the Agency (please attach a copy)		
8.	Income Tax - PAN No. (Attach copy of PAN)		
9.	GST No. (Attach a copy)		
10.	Whether registered with Registrar of Companies. If so mention the date of Registration. (Attach copy of Registration Certificate)		
11.	Details of the EMD of Rs. 6 Lakhs		
12.	Experience details: Whether the agency has a cumulative revenue from creative work equivalent to Rs. 5 Crore or above during the last 3 financial years (2019-20, 2020-21& 2021-		

	22).		
13.	Track record of the agency. Please provide Performance Certificate in respect of similar completed works. The Performance Certificate must indicate the value of contract/work order and the value of such work order should not be less than Rs. 60 Lakhs.		
14.	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).		
15.	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 28.02.2023, proof of which should be enclosed with the Technical Bid. Value of a certificate should not be less than Rs. 60Lakhs in any case.	YES/NO	
16.	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.		

17.	Sample creative material i.e. 1 TV commercial of 60 seconds 1.2.12 (i)	To be submitted on the theme / topic given under Sr. No. 3 of the table under Clause 1.6 Copies may be uploaded online and a copy each may be submitted with hard copy of the bid documents. The bidder may be required to make a presentation about these creative, if so required, on a pre notified date.	
18.	Sample creative material i.e. design for brochures of 8 pages 1.2.12(ii)		
19.	Sample creative material i.e. one poster design to show case the efforts of MoRTH 1.2.12 (iii)		
20.	Sample creative material i.e. one radio spot of 30 seconds 1.2.12 (iv)		

Details of key personnel with the agency (as per 1.2.7)

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:

SECTION-III

CHECKLISTFORTECHNICAL BIDPREPARATION

To be submitted in application format given under Section-II and to be kept in the envelope super scribed “ <u>Technical Bid for Appointment of Creative Agency</u> ”.		
Requirements	RFP clause	Remarks
Covering letter of Technical Bid submission on the letterhead of the agency signed by authorized signatory	1.5.1(b)	As per Annexure-TB-1
Company Registration Certificate	1.2.1	
Good and Service Tax Registration Certificate	1.2.2	
PAN no.	1.2.3	
Copies of work orders / contracts/ Completion certificates issued by different clients and other information.	1.2.9&1.2.11	
Cumulative revenue from creative work equivalent to Rs. 05.00 Cr or above during last 3 financial years(2019-20,2020-21&2021-22) (CA's Certificate)	1.2.5	
Confirmation letter regarding qualified team, along with details of team members	1.2.6	As per format at Annexure- I
Letter regarding declaration of unblemished performance record.	1.2.8	As per format Annexure-II
EMDforRs.6,00,000/- (Rs. Six Lakhs only)	1.2.10	
Track record – Performance certificates	1.2.11	
One Radio spot of 30 seconds	1.2.12 (iv)	To be submitted on the themes / topics mentioned under Sr .No. 3 of the table under Clause 1.6
TV commercial (60seconds)	1.2.12 (i)	
Designofbrochure8pages.	1.2.12 (ii))	
1 poster design to showcase the efforts of MoRTH.	1.2.12 (iii))	

SECTIONIV – FORMATS

Annexure-I

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,NewDelhi-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 Unblemished record of the bidder

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 EMD/Performance 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:

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,NewDelhi-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 here by 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:

BidderName				
	PRICESCHEDULE (This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevant columns, else the bid is liable to be rejected for this tender.			
S.NO.	Item Description	Estimated Quantity *	Basic PER UNIT RATE IN Figures to be entered by the Bidder Rs. P.	Total of Column 3x4
1	2	3	4	
1	Fixed Annual Fee			
1.01	1stYear (Lump sum)	12 Months (to be taken as one unit)		
1.02	2ndYear(Lump sum)	12 Months to be taken as one unit)		
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©			
4.01	For 30 seconds and above upto 60 seconds	1		
4.02	For upto 30 Seconds	1		
5	Cost of Television Commercials (TVC)1.3.2(d)			
5.01	For TVC upto 60Seconds	1		
5.02	For TVC upto 120Seconds	10		
5.03	For TVC upto 180Seconds	12		
5.04	For TVC upto 300 Seconds	01		
6	Designing of Posters on identified themes1.3.3(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	50 pages	02		
9.02	100Pages	02		
9.03	150Pages	1		
9.04	200Pages	1		
10	Photo Shoot -1.3.4	1		
Lumpsum Total in Figures				
Lumpsum Total in Words				

*The quantity mentioned is only an estimate based on 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. If the duration of the film is above 05 minutes (300 seconds), proportionate rate for the exceeding time will be applicable to regulate payments.

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 operatable 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.	