

**Tender document for**  
**Content Development, Designing, Production & Supply of**  
**Road Safety Awareness School Children Activity Book (Primary & Middle/Secondary**  
**level), Board Game (Snake & Ladder/Maze) and Reflective Stickers (on 5 different**  
**topics)**  
**(on Good Samaritan, Road Sign & Signage, Traffic Rules,**  
**Safety Measures & Motor Vehicles Act 2019 – Amendment, Violations & Penalties).**

**on**  
**Combined Quality-cum-Cost based selection**  
**(CQCCBS)**

**Road Safety Cell,**  
**Ministry of Road Transport & Highways,**  
**1, Transport Bhawan, Parliament Street,**  
**New Delhi – 110001.**

**Road Safety Cell,  
Ministry of Road Transport & Highways,  
1, Transport Bhawan, Parliament Street,  
New Delhi – 110001.**

1.	Name of work	Content Development, Designing, Production & Supply of Road Safety Awareness School Children Activity Book (Primary & Middle/Secondary level), Board Game (Snake & Ladder/Maze) and Reflective Stickers (on 5 different topics) on Good Samaritan, Road Sign & Signage, Traffic Rules, Safety Measures & Motor Vehicles Act 2019 - Amendment, Violations & Penalties.
2.	Tender No.	No. RT-25013/02/2022-RS
3.	Last date & time for receipt of Tender	Till 1215 hrs on 20 <sup>th</sup> March, 2023 through CPP portal. Any bid received after the stipulated time of tender would be rejected.
4.	Time, date & Place of opening of the technical bids	At 1430 hrs on 21 <sup>st</sup> March, 2023 Ministry of Road Transport & Highways, 1, Transport Bhawan, Parliament Street, New Delhi – 110001.
5.	Tender Validity	Validity of bid should be for a period of 120 days from the last date of bid submission. Bid valid for a shorter period shall be rejected.
6.	Earnest Money Deposit (EMD)	<ul style="list-style-type: none"> <li>a. Refundable EMD in form of Bank Guarantee/FDR/Pay Order/DD from a nationalized/scheduled commercial Bank of Rs.10,00,000/- (Rs. ten lakh only) drawn in favour of Pay &amp; Accounts Officer, Ministry of Road Transport &amp; Highways, New Delhi valid for six months from the date of issue of Tender.</li> <li>b. Bidder seeking exemption for submission of EMD, must submit MSME/NSIC registration certificate.</li> <li>c. Bid without any one of the above will be summarily rejected.</li> </ul>
7.	Pre-Qualification - Financial & Technical Standing of the bidder	<ul style="list-style-type: none"> <li>a. The bidder should have a minimum annual turnover of Rs.1.50 crores (Rupees one crore fifty lakhs only) in any three years during the last five (5) FYs (i.e. FY 2016-17, 2017-18, 2018-19, 2019-20 &amp; 2020-21). Submit copy of Balance sheet/Turnover certificate issued by CA.</li> <li>b. The bidder should have satisfactorily completed at least 1 job of similar nature (i.e. Designing, printing and supply of Awareness/Publicity material - Awareness Booklets/ Folders/ Activity Books/ Calendars/ Display Panels/ Posters/ Pamphlets/ Stickers/ Board Game, etc.) for any Center/State Govt. Ministries/ Department/PSUs of minimum value of Rs.1.00 Crore in single work order during last five FYs (copies of relevant orders/completion certificates to be attached).</li> </ul>

		c. Submit copy of valid GSTN & PAN.															
8.	Address of the bidding authority	The Under Secretary (Road Safety), Ministry of Road Transport & Highways, 1, Transport Bhawan, Parliament Street, New Delhi – 110001.															
9.	Scope of Work	<ul style="list-style-type: none"> <li>The bidder will be responsible for Content Development, Designing, Production &amp; Supply of Road Safety Awareness School Children Activity Book (Primary &amp; Middle/Secondary level), Board Game (Snake &amp; Ladder/Maze) and Reflective Stickers (on 5 different topics) on Good Samaritan, Road Sign &amp; Signage, Traffic Rules, Safety Measures &amp; Motor Vehicles Act 2019 - Amendment, Violations &amp; Penalties.</li> <li>The work broadly includes: Concept, content writing, editing, designing, layout, photographs sourcing (copyright free), photo editing, graphic/illustration, stories, activities, games, maze, riddles, puzzles, etc., Regional language translation, composing, proof reading, artwork, printing, binding, labeling, packing, etc. of the School Children Activity Book (Primary &amp; Middle/Secondary level), Board Game (Snake &amp; Ladder/Maze) and Reflective Stickers (on 5 different topics) and distribution through India Posts to RTO/ARTO/RLA of all states/UT's, CBSE affiliated schools, other stakeholders, etc.</li> <li>Suggestive topics for development of School Children Activity Book (Primary &amp; Middle/Secondary level), Board Game (Snake &amp; Ladder/Maze) and Reflective Stickers (on 5 different topics) are : Be a Good Samaritan, Good Samaritan Law, Road Signs &amp; Signage, Traffic Rules, Various Road Safety Measures &amp; Tips, Do's &amp; Don'ts, Road Safety violations and their penalties, etc. for Pedestrians, Cyclist, Two wheeler riders, Light motor vehicle driver, Transport/commercial motor vehicle driver, etc. For details/inputs/text/rules/policies etc., bidder can refer MoRT&amp;H website.</li> <li>The successful bidder has to execute the printing through DAVP/Department of Printing empanelled printers. Consent letter from the empanelled printer(s) along with their proofs of empanelment with DAVP/Department of Printing, to be attach with the technical bid.</li> </ul>															
10.	Items with specifications	<p><b>I. Road Safety School Children Activity Book (Primary Level):</b></p> <table border="1"> <tr> <td>1</td><td>Size</td><td>8.5" x 12" Finished Size</td></tr> <tr> <td>2</td><td>Pages</td><td>Cover (4 pages) + Text (32 Pages)</td></tr> <tr> <td>3</td><td>Paper</td><td>Cover : 210 GSM Indian Art Card Inside Pages : 90 GSM High Bright Maplitho paper (A-Grade Mill)</td></tr> <tr> <td>4</td><td>Printing</td><td>Multi colour throughout</td></tr> <tr> <td>5</td><td>Lamination</td><td>Thermal Lamination on outer covers only</td></tr> </table>	1	Size	8.5" x 12" Finished Size	2	Pages	Cover (4 pages) + Text (32 Pages)	3	Paper	Cover : 210 GSM Indian Art Card Inside Pages : 90 GSM High Bright Maplitho paper (A-Grade Mill)	4	Printing	Multi colour throughout	5	Lamination	Thermal Lamination on outer covers only
1	Size	8.5" x 12" Finished Size															
2	Pages	Cover (4 pages) + Text (32 Pages)															
3	Paper	Cover : 210 GSM Indian Art Card Inside Pages : 90 GSM High Bright Maplitho paper (A-Grade Mill)															
4	Printing	Multi colour throughout															
5	Lamination	Thermal Lamination on outer covers only															

6	Binding	Center Stitch
7	Language	Bi-lingual (English with Hindi /Assamese/ Bengali/Gujarati/Kannada/Kashmiri/Konkani/ Malayala/Manipuri/Marathi/Odia/Punjabi/Tamil/ Telugu/Urdu.
8	Packing	Booklet in a lot of 25/50 Nos. to be packed in craft paper for delivery in the Ministry. For delivery to other consignees, it should be packed in suitable size corrugated box made up of 7 ply then properly packed in PVC strip/PP bag in packing lots of 50/100/200 as per requirement.
<b>II. Road Safety School Children Activity Book (Middle/Secondary Level):</b>		
1.	Size	8.5” x 12” Finished Size
2.	Pages	Cover : 4 pages Text : 32 Pages
3.	Paper	Cover : 210 GSM Indian Art Card Inside Pages : 90 GSM High Bright Maplitho paper (A-Grade Mill)
4.	Printing	Multi colour throughout
5.	Lamination	Thermal Lamination on outer covers only
6.	Binding	Center Stitch
7.	Language	Bi-lingual (English with Hindi /Assamese/ Bengali/Gujarati/Kannada/Kashmiri/Konkani/Malayala/Manipuri/Marathi/Odia/Punjabi/Tamil/ Telugu/Urdu.
8.	Packing	Booklet in a lot of 25/50 Nos. to be packed in craft paper for delivery in the Ministry. For delivery to other consignees, it should be packed in suitable size corrugated box made up of 7 ply then properly packed in PVC strip/PP bag in packing lots of 50/100/200 as per requirement.
<b>III. Road Safety Board Game (Snake &amp; Ladder/Maze) :</b>		
1	Size	13” x 14” open size 7” x 13” finished size (with one fold)
2	Material	300 GSM Art Card duly thermal laminated on both sides.
3	Printing	Multi colour both sides
4	Additional requirement	1 Dice & 4 Players tokens to be kept in suitable size Zip lock PVC pouch which have to be attached with double sided foam tape on each board.
5	Language	Bi-lingual (English with Hindi /Assamese/ Bengali/Gujarati/Kannada/Kashmiri/Konkani/Malayala/Manipuri/Marathi/Odia/Punjabi/Tamil/ Telugu/Urdu.

		<table><tr><td>6Packing</td><td>Board Game in a lot of 25/50 Nos. to be packed in craft paper for delivery in the Ministry. For delivery to other consignees, it should be packed in suitable size corrugated box made up of 7 ply then properly packed in PVC strip/PP bag in packing lots of 50/100/200 as per requirement.</td></tr></table>	6Packing	Board Game in a lot of 25/50 Nos. to be packed in craft paper for delivery in the Ministry. For delivery to other consignees, it should be packed in suitable size corrugated box made up of 7 ply then properly packed in PVC strip/PP bag in packing lots of 50/100/200 as per requirement.												
6Packing	Board Game in a lot of 25/50 Nos. to be packed in craft paper for delivery in the Ministry. For delivery to other consignees, it should be packed in suitable size corrugated box made up of 7 ply then properly packed in PVC strip/PP bag in packing lots of 50/100/200 as per requirement.															
		<b>IV. Road Safety Reflective Stickers (on 5 different topics) :</b>														
		<table><tr><td>1Size</td><td>5” x 5” finished</td></tr><tr><td>2Material</td><td>180 GSM Vinly/PP White – reflective, all weatherproof &amp; with release paper at front/back side</td></tr><tr><td>3Printing</td><td>Multi colour photo quality with reflective quality</td></tr><tr><td>4Special requirement</td><td>Sticker should reflect at night when light fall on it</td></tr><tr><td>5No. of Topics</td><td>5 different Road Safety Topics</td></tr><tr><td>6Language</td><td>English, Hindi, Assamese, Bengali, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Odia, Punjabi, Tamil, Telugu, Urdu.</td></tr><tr><td>7Packing</td><td>Stickers in a lot of 25/50 Nos. to be packed in craft paper for delivery in the Ministry. For delivery to other consignees, it should be packed in suitable size corrugated box made up of 7 ply then properly packed in PVC strip/PP bag in packing lots of 100/200/500 as per requirement.</td></tr></table>	1Size	5” x 5” finished	2Material	180 GSM Vinly/PP White – reflective, all weatherproof & with release paper at front/back side	3Printing	Multi colour photo quality with reflective quality	4Special requirement	Sticker should reflect at night when light fall on it	5No. of Topics	5 different Road Safety Topics	6Language	English, Hindi, Assamese, Bengali, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Odia, Punjabi, Tamil, Telugu, Urdu.	7Packing	Stickers in a lot of 25/50 Nos. to be packed in craft paper for delivery in the Ministry. For delivery to other consignees, it should be packed in suitable size corrugated box made up of 7 ply then properly packed in PVC strip/PP bag in packing lots of 100/200/500 as per requirement.
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5No. of Topics	5 different Road Safety Topics															
6Language	English, Hindi, Assamese, Bengali, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Odia, Punjabi, Tamil, Telugu, Urdu.															
7Packing	Stickers in a lot of 25/50 Nos. to be packed in craft paper for delivery in the Ministry. For delivery to other consignees, it should be packed in suitable size corrugated box made up of 7 ply then properly packed in PVC strip/PP bag in packing lots of 100/200/500 as per requirement.															
1	Submission of Proposed Concept/ Designs/ layout/ Blank Dummies, etc.	<ul style="list-style-type: none"><li>Bidders have to upload their proposed Concept/Designs/ layout/etc. for School Children Activity Book (Primary &amp; Middle/Secondary level), Board Game (Snake &amp; Ladder/Maze) and Reflective Stickers (on 5 different topics) in the PDF format with their technical bid on CPP portal, complete in all respect as per scope of work mentioned in S.No.9 and specifications mentioned in S.No.10 for technical evaluation.</li><li>One exact dummy (blank) of School Children Activity Book, Board Game and Reflective Sticker in actual size to be submitted Physically, paper quality, finishing, etc. as per the specifications mentioned in S.No.10 has to be submitted by the bidder for technical evaluation. Any alteration in specifications should invite rejection of tender.</li><li><b>Bidders are also required to submit Physical copies of uploaded proposed Concept/Designs/ layout/etc. in actual size for evaluation along with its Blank dummy in sealed envelope.</b></li><li><b>The envelope should be properly sealed &amp; subscribed : “Physical copies of proposed Concept/Designs/layout/etc. of School Children Activity Book (Primary &amp; Middle/Secondary level), Board Game (Snake &amp; Ladder/Maze) and Reflective Stickers (on 5 different topics) uploaded &amp; Blank dummy”, “bidder contact details” before 1:00 PM on the last date of the submission of the bids to the following address :</b></li></ul>														

		<p>The Under Secretary (Road Safety), Ministry of Road Transport &amp; Highways, 1, Transport Bhawan, Parliament Street, New Delhi – 110001.</p> <ul style="list-style-type: none"> <li>• All proposed Concept/Designs/ layout/etc. &amp; Blank dummy submitted physically has to be in actual size as mentioned in the specifications mentioned in the S.No.10 for technical evaluation. Concept/Designs/ layout/etc. which are not as per specified size will not be evaluated and will be rejected.</li> <li>• Only those physical copies of proposed Concept/Designs/ layout for School Children Activity Book (Primary &amp; Middle/Secondary level), Board Game (Snake &amp; Ladder/Maze) and Reflective Stickers (on 5 different topics) will be evaluated whose PFD were uploaded with the technical bid.</li> <li>• Bidder, who fails to submit physical copies of proposed Concept/Designs / layout as stipulated above, will be disqualified.</li> <li>• Ministry reserves the right to alter or add some changes in selected items.</li> <li>• All proposed design/dummies submitted by the firm shall be property of the Ministry and will not be returned.</li> <li>• All submitted items of every firm will be scrutinized by the Official Committee. The methodology of evaluation is annexed. If committee finds that any item is not appropriate or at par with its specification, the Committee can reject the bid and the same will not be considered in technical evaluation. In that case, the decision of the Committee will be firm and final and bound to all the bidders.</li> </ul>
12	Quantity	Quantity of the items will depend on the availability of the budget, however bidders are requested to quote their per piece rate in the financial bid format attached in <b>Annexure – B</b> .
13	Rates/ Prices	<ul style="list-style-type: none"> <li>• All inclusive item-wise rates/prices (excluding GST) should be quoted covering the cost of concept, content writing, designing, layout, artwork, paper quality, printing, binding, packing, etc. as mentioned in the Point No. 9 &amp; 10 above.</li> <li>• Bidders are requested to quote their rates in the financial bid format attached in <b>Annexure – B</b> through CCP Portal only. Any mention of Rates/Prices in the technical bid is liable to rejection of the bid.</li> </ul>
14	Supplies and Consign ee	<ul style="list-style-type: none"> <li>• The supplies of the above materials is meant for various consignees i.e. to the RTO/ARTO/RLA of all states/UT's, CBSE affiliated schools, and other stakeholders, etc. or to any other consignees as directed by the Ministry.</li> <li>• The complete list of consignee with address and quantity to be dispatched will be provided by the Ministry.</li> <li>• The bidder will supply all the material in proper packing with complete mailing address of each consignee pasted on each packet to Indian Post for the further delivery to the various consignees.</li> </ul>
15	Delivery Charges	All the material should be sent/dispatched only through India Posts. Delivery charges for the delivery of materials to various consignees

		will be paid to the firm on actual basis supported by Booking receipts/Barcodes/Bills/Certificates issued by India Post.
16	Pre-dispatch Inspection of the Material	Successful bidder has to take approvals for the Quality & Quantity of material before the commencement of bulk printing & dispatch.
17	Completion period and schedule	The successful bidder will have to submit final digital colour dummy in actual size of their proposed Concept/ Designs/ layout/etc. within 30 days of work order after carrying out all corrections/modifications (if, any) directed by Ministry for final approvals. All the finished material after pre-dispatch inspection as mentioned, have to be supplied to all consignees through India Posts within a period of 90 days from the date of final approvals. No dispatch would be accepted beyond 90 days of the date of final approvals except otherwise allowed by the Ministry in writing with applicable liquidated damages. If at any stage it is found that material supplied by the firms is not according to the tender conditions action as deemed fit will be taken against the Firm by the Ministry.
18	Liquidated Damages	The applicable rate for delay in supply will be 0.3% per day and the maximum deduction will be 3% of the contract price.
19	Estimated value of work	The value of work will depend on availability of Budget.
20	Payment Schedule/ Terms	Payment will be made within 30 days of submission of full bills/part bills, supported by Booking receipts/Barcodes/Certificates for the each consignee issued by India Post.
21	Performance Security	Successful bidder have to submit 3% of the total value of the order to be deposited as security deposit in form of Bank Guarantee/Fixed Deposit from any Nationalised/Scheduled Commercial Bank drawn in favour of Pay & Accounts Officer, Ministry of Road Transport & Highways, New Delhi, within 15 days after placing the order and valid up to six months after complete execution of the order.

2.1 Submission of Bids	<ul style="list-style-type: none"> <li>• Separate Technical Bid &amp; Financial Bid are to be uploaded through CPP Portal.</li> <li>• Uploaded Technical Bid should contain details of Earnest Money Deposit/MSME, Balance Sheet/ CA's Certificate of last 5 years, proposed Concept/Designs/layout &amp; blank dummy, work orders, past experience, GSTN, PAN, undertakings, Consent letter of DAVP/DoP empanelled Printer, etc. and confirmation of other terms and conditions as contained in Tender document.</li> <li>• <b>Bidders are also required to submit their EMD/MSME, Physical copies of uploaded proposed Concept/Designs/ layout/etc. &amp; Blank dummy in actual size for evaluation in sealed envelope.</b></li> </ul> <p><b>The envelope should be properly sealed &amp; subscribed: “EMD”, “Physical copies of proposed Concept/Designs/ layout/etc. of School Children Activity Book (Primary &amp; Middle/Secondary level), Board Game (Snake &amp; Ladder/Maze) and Reflective Stickers (on 5 different topics) Uploaded &amp; Blank dummy”, “bidder contact details” before 1:00 PM on the last date of the submission of the bids to the following address :</b></p> <p>The Under Secretary (Road Safety), Ministry of Road Transport &amp; Highways, 1, Transport Bhawan, Parliament Street, New Delhi – 110001.</p> <ul style="list-style-type: none"> <li>• Uploaded Financial Bid should contain only rates/price (excluding GST) in the prescribed format enclosed <b><i>Annexure - B</i></b>.</li> </ul>
2.2 Evaluation of Bids	<p>A Combined Quality Cum Cost Based System (CQCCBS) evaluation method will be followed, wherein an item-wise weighted composite success score will be calculated based on separate evaluations of the <u>Technical Bid (70% weightage)</u> and the <u>Financial Bid (30% weightage)</u>, <b><i>as mentioned in Annexure ‘A’.</i></b></p>
2.4 Force Majeure	<ol style="list-style-type: none"> <li>Neither party (department or bidder) shall be liable for any claim on account of any loss, damage or compensation, whatsoever, arising out of any failure to carry out the terms of this Contract where such failure is caused due to war, rebellion, mutiny, civil commotion, fire, riot, earthquake, drought, floods, crop failure, strike, lock-out, major break-down of the plant, or act of God, or due to any restraint or regulation of the State or Central Government, or a local authority/ authorities provided a notice of such occurrence is given to the other party in writing within 10 days from the date of the occurrence of the force-majeure condition, furnishing there with a documentary evidence supporting the invoking of the force-majeure clause.</li> <li>On cessation of the force-majeure, the party invoking force-majeure shall inform the other party of the period for which the force-majeure condition continued and shall also give documentary evidence thereof to this effect.</li> </ol>
2.5	<p>Incomplete bid in any respect or not agreeing to any of the terms &amp; conditions contained in Tender Document shall not be considered and no representation at a later date will be entertained.</p>



2	The Ministry reserves the right of rejecting any bid found deficient in respect of any formalities cited above without giving any reasons.
2	Any effort by a Bidder to influence the Purchaser in its decision on bid evaluation, bid comparison or contract award may result in rejection of the Bidder's bid
2	Bidding in the form of Consortium is not permitted.
2	No conditional tender shall be accepted.
3	In the event of failure to supply the items within stipulated time/ date confirming to the approved specification or refusal to undertake the work allotted, the Security Deposit shall be forfeited and work order will be cancelled.
3	Bidder has to sign and stamp a copy of this tender documents as a proof that the bidder has understand all the terms and conditions of tender document and accept them unconditionally.
3	All the stores supplied shall be of the best quality, specification and in accordance with the approved standards/samples. In case of any articles supplied not being approved standards, same shall be liable to be rejected or replaced and any expenses as a result of rejection or replacement of supplies, shall be entirely at the cost of the bidder.

**1. Evaluation of bids**

Preliminary scrutiny of the tender document will be done by an Official Committee to determine whether the documents have been properly signed, Earnest Money Deposit (EMD), pre-qualification, and all relevant papers submitted. Tenders not conforming to such requirements will be prima facie rejected.

For evaluation, a Combined Quality Cum Cost Based System (CQCCBS) evaluation method will be followed, wherein a weighted composite success score will be calculated based on separate evaluations of the Technical Bid (70% weightage) and the Financial Bid (30% weightage). The Official Committee will oversee the evaluation process.

**Technical Bid Criterion & Weightage – 70%** (marks between 0-100 will be assigned and 70% weightage will be accorded for calculating the technical marks). The item-wise {Road Safety Awareness School Children Activity Book (Primary)/Road Safety Awareness School Children Activity Book (Middle/Secondary level)/Board Game (Snake & Ladder/Maze)/Reflective Stickers} technical marks will be calculated on following parameters as indicated below, based on the weightages indicated against each parameter:

S.N.	Criteria	Guidelines for scoring/ evaluation	Max. Marks	Total Marks
1.	The bidder should have satisfactorily completed at least one job of similar nature (i.e. Designing, printing and supply of Awareness/Publicity material - Awareness Booklets/ Folders/ Activity Books/ Calendars/ Display Panels/ Posters/ Pamphlets/ Stickers /Board Game, etc.) for any Center/State Govt. Ministries/ Department/PSUs of minimum value of Rs.1.00 Crore in single work order during last five FYs (Copies of relevant orders/ completion certificates are to be attached).	10 marks for 1 work of minimum value of Rs.1 crore in single work order during last five FYs	10	<b>30</b>
	Additional marks for every additional work of similar nature for any Center/State Govt. Ministries/ Department/PSUs of minimum value of Rs.1.00 crore in single work order during last ten FYs. (Copies of relevant orders/completion certificates are to be attached).	10 additional mark for every additional work of similar nature of minimum value of Rs.1 crore in single work order during the last ten FYs. (maximum 20 marks)	20	

2.	The bidder should have satisfactorily completed similar nature of job which includes <b>REGIONAL LANGUAGE TRANSLATION IN 10 OR MORE LANGUAGES</b> (i.e. Designing, printing and supply of Awareness/Publicity material - Awareness Booklets/ Folders/ Activity Books/ Calendars/ Display Panels/ Posters/ Pamphlets/ Stickers/ Board Games, etc.) for any Center/State Govt. Ministries/ Department/PSUs of minimum value of Rs.1 Crore in single work order during the last ten FYs, (Copies of relevant orders/ completion certificates are to be attached).	10 marks for 1 work of minimum value of Rs.1 crore in single work order	10	<b>10</b>
3.	<b>Proposed Concept/Designs/ layout/etc.:</b> Evaluation will be done on the Quality & Creativity parameters as mentioned for the proposed Concept/design/layout etc. submitted for School Children Activity Book (Primary & Middle/Secondary level), Board Game (Snake & Ladder/Maze) and Reflective Stickers (on 5 different topics).	Attractiveness & creativity of Concept, Designing, layout, colour scheme, photographs, graphics, etc.	25	<b>60</b>
		Quality of Content writing, Information provided, Relevance to subject, Simplicity of language, etc.	25	
		Quality of Blank Dummy, paper, binding, finishing submitted as per specifications	10	
<b>Total Marks</b>				<b>100</b>

**Note:**

1. The marks/scores will be calculated up to 2 decimal places.
2. Bidders are requested to provide relevant documents for each of the above technical parameters along with the bid.
3. Minimum marks for technical qualification is 50 out of 100.

**1.2 Financial Bid Criterion & Weightage – 30%**

For evaluation of the financial bid, the lowest bidder will be given a marks of 100. The marks of other bidders will be proportionately scaled down as per the following:-

$$(\text{Lowest bidder price} / \text{Quoted price of the bidder}) \times 100$$

For example, if the lowest bid price is Rs.5, the lowest bidder will get a score of 100. If the second lowest bid is Rs.7.5, the bidder will get a score of  $(5 / 7.5) \times 100 = 66.66$ . The scores will be calculated up to 2 decimal places.

### 1.3 Calculating the composite final Marks

The composite final marks will be calculated from the technical and financial scores as shown in the illustrative example below. The short-listed firms will be ranked as L1, L2 etc. (marks calculated up to 2 decimal points), based on decreasing order of composite final marks and L1 (highest composite final marks) will be declared as the Lowest Bidder. L1 will be decided item-wise i.e. Road Safety Awareness School Children Activity Book (Primary), Road Safety Awareness School Children Activity Book (Middle/Secondary level), Board Game (Snake & Ladder/Maze) and Reflective Stickers.

**1.4** In case the highest composite mark is the same for more than one bidder, the bidder whose marks are the highest mark in financial bid will be awarded the contract.

***Illustrative Example ( for any 1 item):***

Bidders A, B and C with technical bid marks of 80, 85 and 90 respectively, The financial bids of the 3 bidder are as follows: A= Rs. 5 lakh, B= Rs. 7.5 lakh and C= Rs. 10 lakh. The composite final marks for A, B and C will be calculated in the following manner:

1	2	3	4	5	6	7
Bidder	Technical marks	Weighted technical marks (column 2 x 70%)	Financial Bid quote (in Rs. Lakhs)	Proportionate financial marks (lowest quote/bidder's quote) x 100	Weighted financial marks (column 5 x 30%)	Final composite marks =column3+column6
A	80	56.00	5	100.00	30	<b>86.00</b>
B	85	59.50	7.5	66.67	20	<b>79.50</b>
C	90	63.00	10	50.00	15	<b>78.00</b>

The item-wise work will be awarded to the bidder who score the maximum mark. In above example bidder A will be awarded as it has obtained the Highest Final Marks (86.00) as per CQCCBS.

## Financial Bid (Format)

**Development, Designing, Production & Supply of Road Safety Awareness material on Good Samaritan, Road Sign & Signage, Traffic Rules, Safety Measures & Motor Vehicles Act 2019 (Amendment - Violations & Penalties).**

(As per Scope of work & specifications mentioned at Sl. No. 9 &10 of tender document)

S. No.	Item	Languages	Total Quantity	Rate in per piece (All Inclusive) Except GST*	Total Amount (All Inclusive) Except GST*
1.	<b>Road Safety School Children Activity Book (Primary level)</b>	Bilingual (English & Hindi)	6,00,000 Nos.	<b>Rs..... per Activity Book</b>	<b>Rs..... (Rupees.....)</b>
		Bilingual (English & Regional Languages : Asamese, Bengali, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Odia, Tamil, Manipuri, Marathi, Punjabi, Telugu, Urdu)	1,00,000 Nos. in each regional language Total = 1,00,000 Nos. x 14 Languages = 14,00,000 Nos.	(Rupees.....)	.....
			<b>Total Quantity = 20,00,000 Nos.</b>		
2.	<b>Road Safety School Children Activity Book (Middle/ Secondary level)</b>	Bilingual (English & Hindi)	6,00,000 Nos.	<b>Rs..... per Activity Book</b>	<b>Rs..... (Rupees.....)</b>
		Bilingual (English & Regional Languages : Asamese, Bengali, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Odia, Tamil, Manipuri, Marathi, Punjabi, Telugu, Urdu)	1,00,000 Nos. in each regional language Total = 1,00,000 Nos. x 14 Languages = 14,00,000 Nos.	(Rupees.....)	.....
			<b>Total Quantity = 20,00,000 Nos.</b>		

3.	<b>Road Safety Board Game (Snake &amp; Ladder/ Maze)</b>	Bilingual (English & Hindi)	6,00,000 Nos.	<b>Rs..... per Board Game</b>	<b>Rs.....</b>
		Bilingual (English & Regional Languages : Assamese, Bengali, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Odia, Punjabi, Urdu, Tamil, Telugu)	1,00,000 Nos. in each regional language Total = 1,00,000 Nos. x 14 Languages = 14,00,000 Nos.  <b>Total Quantity = 20,00,000 Nos.</b>	<b>(Rupees.....)</b>	<b>(Rupees.....)</b>
4.	<b>Road Safety Reflective Stickers (on 5 different topics)</b>	Hindi, English, Assamese, Bengali, Gujarati, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Odia, Punjabi, Tamil, Telugu, Urdu.	3,00,000 Nos. x 5 topic x 2 (Hindi & English language) = 30,00,000 Nos.	<b>Rs..... per Reflective Sticker</b>	<b>Rs.....</b>
			1,00,000 Nos. x 5 Topic x 14 Languages = 70,00,000 Nos.  <b>Total Quantity = 1,00,00,000 Nos.</b>	<b>(Rupees.....)</b>	<b>(Rupees.....)</b>

**Note: 1.** \*The Ministry shall reimburse GST payable in India as per Applicable Law. The bidder should have valid GST with appropriate authority in India & shall provide the GST registration Number to the Ministry.

**2.** TDS will be deducted as per the prevailing Income Tax rule.

**3.** Language Quantity can vary  $\pm$  15-20% language-wise as per the requirement.

**4.** Any increases/decrease in the Total Quantity will be on pro-rata basis.

Date: .....

Place:.....

Bidder's authorized signatory :

Signatory Name & Designation :

Bidder Stamp :

Bidder Address :

**Format for Blacklisting Undertaking**

To,

**The Under Secretary (RS),  
Ministry of Road Transport & Highways,  
Transport Bhawan,  
1, Parliament Street,  
New Delhi-110001.**

**Subject: Undertaking for the Blacklisting.**

Sir,

This is with reference to Tender No, .....Dated: ..... we the  
..... <bidder organization full name> have registered office at .....  
<office address> undertake that we were not blacklisted or debarred by any Central  
government/ state government/PSU till the date of bidding in the referred Tender.

Yours Sincerely

<Name of Bidder>

<Designation of the bidder>

<Name and address of the organization>

## CHECK LIST

S.No.	Document	Submitted/ Not-submitted	Page No./ Remarks
1.	EMD / MSME / NSIC certificate		
2.	Balance sheet/Turnover certificate issued by CA for the Financial Years i.e. 2016-17, 2017-18, 2018-19, 2019-20 & 2020-21.		
3.	Work order/ completion certificate of at least 1 jobs of similar nature (i.e. Designing, printing and supply of Awareness/Publicity material - Awareness Booklets/ Folders/ Activity Books/ Calendars/ Display Panels/ Posters/ Pamphlets/ Stickers/ Board Games, etc.) for any Center/State Govt. Ministries/ Department/PSUs of minimum value of Rs.1 Crore in single work order during last five FYs.		
4.	Copy of valid GSTN & PAN		
5.	Consent letter from DAVP/Department of Printing empanelled printer(s) along with their proofs of empanelment with DAVP/Department of Printing.		
6.	Physical copies of uploaded proposed Concept/Designs/ layout/etc. in actual size for evaluation along with its Blank dummy submitted in separate sealed envelope as prescribed.		
7.	Bidders are requested to quote their rates in the financial bid format attached in <b>Annexure – B</b> through CCP Portal only. Any mention of Rates/Prices in the technical bid is liable to rejection.		
8.	Work orders/ completion certificates of similar nature of job(i.e. Designing, printing and supply of Awareness/Publicity material - Awareness Booklets/ Folders/ Activity Books/ Calendars/ Display Panels/ Posters/ Pamphlets/ Stickers/ Board Games, etc.) for any Center/State Govt. Ministries/ Department/PSUs of minimum value of Rs.1 Crore in single work order during the last ten FYs.		
9.	Work orders/completion certificates of similar nature of job which includes <b>Regional Language Translation in 10 or more languages</b> (i.e. Designing, printing and supply of Awareness/ Publicity material - Awareness Booklets/ Folders/ Activity Books/ Calendars/ Display Panels/ Posters/ Pamphlets/ Stickers/ Board Games, etc.) for any Center/State Govt. Ministries/ Department/PSUs of minimum value of Rs.1.00 crore in single work order during the last ten FYs.		
10.	Undertaking for the Blacklisting (Annexure – C)		
11.	Copy of tender document dully signed and stamped as a proof that the bidder has understand all the terms and conditions of tender document and accept them unconditionally.		