

COMFED: GHY: MKTG: 154

Dated: 14.11.2018

TENDER FOR HIRING AN ADVERTISING AGENCY

Section - I

TIMELINES OF TENDER

1. **The bidders various critical dates relating to the tender are cited as under:**

S. No.	Particular	Date
1.	Availability of tender documents from website	From 15.11.18 to 22.11.18
2.	Last date for submitting tender document	22.11.18 till 5:30 P.M
3.	Address of Submission of Tender	Chief Executive Officer, COMFED Unit Office, 3 rd Floor, H.NO.11, Bora Bhawan, Rajbari Path, Ganeshguri, G. S. Road, Guwahati-781005, Assam Phone- 8638106957
4.	Opening of Tender	26.11.18 at 11:00 hrs

Note: If any mentioned date declares holiday by concerned authority then next working day will be valid for said activity

2. For general queries/ clarifications in respect of tender submission only, kindly contact.

Mr. M.M Rao, Chief Executive,
COMFED Unit Office,
3rd Floor, H.NO. 11, Bora Bhawan,
Rajbari Path, Ganeshguri,
G. S. Road, Guwahati-781005, Assam
E-mail:-sudha.northeast@gmail.com
M- 8638106957

Section III

Eligibility Criteria for Tenderers

1. Agency must be a valid legal entity registered with state/Centre governments.
2. Only reputed advertising agency fulfilling the Government norms like registration number, GST, PAN can apply.
3. Agency should have at least 5 years of experience in providing this type of service for clients.
4. Last 3 years income tax and service tax/GST return needs to be provided.
5. The annual turnover of the agency should be over 20 lakhs for 2015-16, 2016-17 & 2017-18. (Audited balance sheets for all three years need to be submitted).

TERMS AND CONDITIONS

1. The bidder may be a proprietary firm, Partnership firm, Limited Company, Corporate body legally constituted which possess the required licenses and registrations such as License under the company Act 1956 and the Rules framed there under by the respective state govt. etc as per law.
2. Bidder shall submit proof of work order certificate from clients to whom it has provided such services.
3. The bidder must enclose the demand draft in original towards the cost of tender for Rs.500/- (Rupees Five Hundred) only and Earnest Money Deposit (EMD) of Rs.25,000 (Rupees twenty five thousand only) along with the technical bid in favour of "Bihar State Milk Co-Operative Federation Ltd. Payable at Guwahati". No other mode of cost of Tender/ EMD shall be accepted. Bids received without cost of Tender documents & Earnest Money deposit (EMD) shall be rejected and thus shall not be considered for evaluation.
4. The bid security without interest shall be returned to the unsuccessful bidders after finalization of tender.
5. The successful bidder shall be liable to make a deposit of Rs. 50000/- (Rupees fifty thousand only) against Security Deposit. The EMD deposited by successful agency will be adjusted towards Security deposit and rest Rs 25000/- will be deposited through demand draft in favour of Bihar State Milk Co-Operative Federation Ltd. Payable at Guwahati. The security deposit amount will be returned to the agency after successful completion of the work.
6. In case of default and leaving of the work fragmentary the security deposit would be forfeited and no payment will be released.
7. The quality of the work need to be assured. Only well trained and qualified marketing personnel having at least Graduate degree in any stream (boys & girls) would need to be engaged. These boys and girls would be imparted 2 days orientation to familiarize them about Sudha milk and products. Agency will be liable to conduct campaign in disciplined manner and will be responsible if any indiscipline incident incur during campaign.
8. Technical bid and financial bid will be placed in separate envelopes and both will be put in a third envelope super scribing 'Tender for hiring an advertising agency' and should reach to

"The Chief Executive Officer,
COMFED Unit Office, 3rd Floor, H.NO.11, Bora Bhawan,
Rajbari Path, Ganeshguri, G. S. Road, Guwahati-781005, Assam"

9. Financial bid will be opened of only those candidates who qualify technical bid.
10. The rates should be indicated both in words and figures. In case of discrepancy between the figure (number) and words, the rates given in the words only will be taken as authentic and no further clarification will be sought from the bidder.
11. Tenders received late (including postal delay)/in open condition/without EMD/not meeting the tender conditions/incomplete in any respect are liable to be rejected.
12. Last date for submission of tender is 22.11.2018 by 5:30 pm and tender will be opened on 26.11.2018 at 11:00 am before bidders/authorized representatives.
13. No Extra monetary support, TA/DA will be admissible to the Boys/Girls involved in this campaign.
14. No advance will be given against work before completion. Payment will be made after successful completion of work on certification of concerned authority.
15. Bidders are advised to study carefully the tender documents and the conditions before quoting their bid. All the pages of the tender form should be signed by the bidder as a token of acceptance.
16. The CEO, COMFED unit Guwahati reserves the right to extend tender date or cancel tender without assigning any reason.
17. All legal formalities for conducting campaign will sought by agency.
18. If any dispute or difference arises in connection with this contract, shall be settled amicably. If however, the parties are not able to resolve any dispute or difference amicably the venue for the arbitration shall be Patna.

Declaration by Tenderer

I/We do hereby declare that I have read all the mentioned terms and conditions and understood clearly before signing the documents. I/We shall abide by mentioned terms and conditions in tender documents.

Signature of bidder with seal

Section III

Details of campaign

Objective:- To run an aggressive awareness campaign comprising different activities covering 3000 (Three thousand) households and 160 (One hundred sixty) Sudha retail outlets in a month in Guwahati city and educating them about pasteurized milk and milk products.

Campaign Activities

1. Household visit total nos- 3000 (Three thousand) covering Apartments, Colonies and other localities.
2. Selling of Sudha milk and milk products at selected locations in city mostly in front of Sudha outlets.
3. Road Show through decorated vehicle (TATA ACE) with recorded audio clip.

All above mentioned activities will be completed within a month

Methodology

1. Activity – Household Visit

Household visit campaign will be completed in a month in three phases.

1st Phase : From _____ To _____ (4 days)

2nd Phase : From _____ To _____ (4 days)

3rd Phase : From _____ To _____ (4 days)

20 (Twenty only) young and passionate boys/girls or surveyors will be needed and they will work in 5 teams. Each team will consist of 4 members and a staff from hirer as team leader. Each team will reach at least 50 households daily. Hence 5 teams will touch 250 households in a day and teams will work 12 days in a month. Total visit in 12 days will be 3000 households. Date and time will be communicated during campaign.

Activities to be performed

1. Apartment/Multi-storey building coverage/housing colony.
 - a. Collecting feedback about pasteurized milk through short questionnaire.
 - b. Educating consumers about pasteurized milk through surveyors/visitors.
 - c. Organizing milk testing camp in apartment campus.
 - d. Distribution of informative pamphlet and product catalogue.
 - e. Distribution of Sudha product as refreshment.
2. Mohalla/Street coverage
 - a. Collecting feedback about pasteurized milk through short questionnaire.
 - b. Door to door visit for educating consumers about pasteurized milk and its benefits.
 - c. Distribution of informative pamphlet and product catalogue.
 - d. Distribution of Sudha product as a gift.
3. Collecting campaign response through short questionnaire from retail outlets.

4. Compilation of consumer response and response collected from retail outlets on provided excel sheet format from response sheets.
5. Presentation of findings of the consumer awareness programme and submission of report to The CEO, COMFED unit Guwahati.

2. Campaign Activity – Selling of Sudha milk and milk products.

Selling of Sudha milk and milk products campaign will be completed in a month in three phases.

1st Phase : From _____ To _____ (4 days)

2ndPhase : From _____ To _____ (4 days)

3rdPhase : From _____ To _____ (4 days)

20 (Twenty only) young and passionate boys/girls or surveyors will be needed and they will work in 10 teams. Each team will consist of 2 members and a staff from hirer as team leader if available.

Each team will reach at specified location and coordinate with retail outlets at that place. Owner of retail outlet will provide space as well as milk and milk products to sell. Hence 10 teams will touch 10 outlets in a day and teams will work 12 days in a month.

Date and time will be communicated during campaign.

Both households visit and products selling activities shall be conducted parallel.

3. Campaign Activity – Road Show.

A vehicle TATA ACE will be decorated with Sudha Ad from three sides on frame. Vehicle will have sound system to play recorded audio clip.

Running of vehicle – vehicle will move in the entire Guwahati city with speed limit 15kms/hr covering minimum 50 kms per day for 30 days. If vehicle runs less than specified distance 50 kms then amount shall be deducted in proportionate to fuel cost.

Maintenance of ad and sound system will be done by agency as per requirement.

Section IV

TECHNICAL BID

1. Name of Agency/Firm/Company_____
2. Status of Agency/Firm/Company-----
(Proof should be attached)
 - a. Limited Company
 - b. Private Limited Company
 - c. Sole Proprietor
 - d. Partnership etc.
3. Address of Agency/Firm/Company-----

4. Address for correspondence-----

5. Director/Proprietor name-----
(Proof should be attached Like Aadhar, Driving License etc)
6. Contact Number-----
7. Work Experience (in years) -----
(Proof should be attached)
8. Brief profile of agency (Maximum in 1000 words)

Signature of the Bidder

(Seal / Stamp of the Firm)

Section V

Mandatory documents of proof:

- *a) Photocopy of Registration certificate of Firm
- *b) Photocopy of GST registration certificate
 - c) ESI Registration Number of the firm
 - d) PF Registration Number of the firm
- *e) Permanent Account Number of the firm
- *f) At least five years' experience providing such type of services.
- *g) Copy of Income Tax Return, Service Tax/GST return of last three years.
- *h) Copy of audited Balance Sheet for the last three years.
- *i) Earnest Money Deposit: Demand Draft of Rs. 25,000/- (Rupees Twenty Five Thousand only) favouring "Bihar State Milk Co-Operative Federation Ltd." payable at Patna.

Note- Documents marked with * are compulsory and need to be submitted with technical bid failing of which will lead to rejection of bid.

Signature of the Bidder

(Seal / Stamp of the Firm)

Section VI

FINANCIAL BID

Activities – Household Visit and Products Selling			
Sl. No.	Particulars	Rate/ Person for a month (Rs.) also mention in words	Rate/ Person for two months (Rs.) also mention in words
a.	Amt. paid to agency for marketing representative		
b.	Other/ miscellaneous expenses		
c.	Taxes (%)		
	Total		

Preparation of report based on responses collected from retail outlets		
	Particulars	Amount (Rs.) also mention in words
a.	Report preparation, presentation and submission (in 2 hard copies & 2 CDs)	
	Taxes (%)	
	Total	

Activity – Road Show			
Sl.No.	Particulars	Rate/day for a month (Rs.) also mention (in words)	Rate/day for two months(Rs.) with (in words)
a.	All cost comprising vehicle, branding, sound system and maintenance		
b.	Other/ miscellaneous expenses		
c.	Taxes (%)		
	Total		

Signature of the Bidder

(Seal / Stamp of the Firm)