

Tender Document  
For  
Selection Of Creative Agency  
For  
The Work Of Mineral Auction  
Advertisement Campaign by Govt. of  
Gujarat

TENDER NO. ADMIN-2017-18/05  
Tender Processing fee: Rs. 1,500.00



**Gujarat Mineral Research & Development Society**  
**Block No. 1, 7<sup>th</sup> Floor,**  
**Udyog Bhavan, Sector-11,**  
**Gandhinagar – 382 010.**  
**Tel : 079-232 57778**

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## **I. Background and Objective**

The Gujarat Mineral Research and Development Society is working under the Commissioner of Geology and Mining Department of the Government of Gujarat. The key functions of the GMRDS are:

1. Search and Exploration of Mineral wealth of the State by adopting state-of-the-art exploration techniques.
2. Promotion of Mineral beneficiation/Sector
3. Facilitate the transformation of the mining industry by promoting emerging mining operations
4. Encourage local and international investment

Gujarat Mineral Research & Development Society (GMRDS) intends to appoint an Agency having experience in providing the creative designing services by designing promotional literatures, hoardings, backdrops, advertisements, Script preparation for Audio Visual Film etc.

## **II. Scope of Work**

### **A. Creative Designing**

- Designing of the central theme for the campaign.
- Designing of newspaper advertisements of size Half page, Quarter pages based on the proposed central theme.
- Conceptualizing, designing and supervising preparation of promotional literature like brochures in print and electronic form (for website).
- Designing publicity material for outdoor formats such as hoardings, gantry, kiosks, bus & bus stand panels etc.
- Designing of banners and standies for various events like press conference or any promotional event.
- Arranging for new photographs, information, analysis, surveys, etc from the market for the creative/brochures/advertisements/ etc as and when required is within the scope of the agency. No separate payment will be made for it. However, GMRDS would facilitate to the extent possible in this activity.
- Preparation of Presentations in PowerPoint/flash/mpeg/etc in all digital formats for the various road shows/government meetings/backdrops, etc.
- Adaptation and Rendering of the advertisement in various formats
- Preparation of advertisements (especially print) in Gujarati and English languages.
- Media buying/planning, PR activities, event management, etc. are not part of the scope of this tender and hence agencies dealing exclusively with such activities won't be eligible for the tender
- Any other creative work that may be assigned by GMRDS from time to time.
- Provide specification of all the creative's and guide us with the quality of paper to be used for printing

**B. Promotional TV Commercial preparation**

- Preparation of TV Commercial for the campaign in Gujarati language with voice-over in Hindi and/or English languages.
- Duration of the TV Commercial will be approx. 45 seconds alongwith adaptation in 30 seconds (shorter version).
- TV Commercial may require bytes from Hon'ble Chief Minister. Decision for the same will be taken by GMRDS.

**Estimated Amount for the above scope of Work:**

For the above work, estimated amount works out are as follow:

For Creative designing: Rs. 2.50 lakh + Taxes

For TV Commercial preparation: Rs. 2.50 lakh + Taxes

### III. Qualification Criteria

- **Experience** : The firm should have been in the business of providing Creative designing services like advertisement designs preparations, creative designing of promotional materials and in the preparation of promotional films, TV Commercials and related activities in India for **at least 5 years as on 31.12.2017**.
  - Work order copy/ Invoice/ certificate from client mentioning the work done from each of the last 5 years for creative work and promotional film work to be submitted
- The firm should have average turnover of **Rs. 20.00 Lakh** in the last three financial years from Creative designing work only **(2014-15, 2015-16 and 2016-17)**.
  - Work order copy/ Invoice/ certificate from client mentioning the work done from each of the last 3 years (2014-15, 2015-16, 2016-17) for creative work to be submitted

**and**

- The firm should have average turnover of **Rs. 10.00 Lakh** in the last three financial years from promotional A/V film preparation or TV Commercial preparation work only **(2014-15, 2015-16 and 2016-17)**.
  - Work order copy/ Invoice/ certificate from client mentioning the work done from each of the last 3 years (2014-15, 2015-16, 2016-17) for promotional film / TV commercial work to be submitted
  - Media buying/planning, PR activities, event management, etc. are not part of the scope of this tender and hence agencies dealing exclusively with such activities won't be eligible for the tender
- The creative agency should have at least 6 employees/artists to deliver the content as on **31<sup>st</sup> Dec 2017**.
- Consortiums/tie-ups is not allowed to fulfill above qualification criteria
- Selected agency should have to set up its own office in Ahmedabad / Gandhinagar to regularly serve the account with minimum staff strength of 6 officials.
- No legal proceedings with any of the clients and its employees related to the services of the bidding agency and or its affiliate. Agency should not be blacklisted from any of the Govt. of Gujarat, Govt. of India or State government PSUs

## Tender for the selection of Creative Agency

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- An affidavit to this effect should be provided by the agency on appropriate stamp paper
- Individuals who have done piecemeal/freelance/ job work are not eligible for this tender
- The firm should submit the samples of major creative work and promotional movies, TVCs carried out in the last three year.

#### IV. Notice Inviting Proposal and Necessary Instruction

Sealed Expression of Interest Documents under two separate envelopes are invited from bona fide, experienced & reputed agencies of financial standing, meeting the pre-qualifying requirement, for the scope of work.

<b>NAME OF WORK</b>	Selection of Creative Agency
<b>TENDER SUBMISSION COST</b>	<b>Rs. 1,500/- (Rs. One Thousand Five Hundred only) BY DEMAND DRAFT</b> in favour of Gujarat Mineral Research & Development Society
<b>EMD (refundable)</b>	<b>Rs. 15,000/- ( Rs. Fifteen Thousands only )</b> BY Demand Draft OR in the form of an unconditional Bank Guarantee (which should be valid for 3 months from the last date of bid submission) of All Nationalized Bank including the public sector bank or Private Sector Banks or banks (operating in India having branch at Ahmedabad/ Gandhinagar) as per the G.R. no. EMD/10/2016/328/DMO dated 01.05.2017 issued by Finance Department or further instruction issued by Finance department time to time in the name of “Gujarat Mineral Research & Development Society” payable at Gandhinagar.
<b>CONTRACT PERIOD</b>	The initial Contract period will be for six months from the date of appointment. The contract is subject to be extended for further period based on mutual agreement.
<b>ISSUE OF TENDER</b>	The tender can be downloaded from website <b><a href="http://www.gmrds.gujarat.gov.in">www.gmrds.gujarat.gov.in</a></b>
<b>PRE-BID MEETING</b>	<b>At 16:00 hrs on 05 Feb, 2018</b> for clarifications of queries if any at the below mentioned address <b>Gujarat Mineral Research &amp; Development Society (GMRDS)</b> <b>Block No 1, 7<sup>th</sup> Floor, Udyog Bhavan</b> <b>Sector-11, Gandhinagar</b>
<b>SUBMISSION OF TENDER (PHYSICAL)</b>	<b>Up to 3:00 pm on 12 Feb, 2018</b> at the below mentioned address: Gujarat Mineral Research & Development Society (GMRDS) Block No 1, 7 <sup>th</sup> Floor, Udyog Bhavan Sector-11, Gandhinagar, Gujarat-382010  Submission of the bid in loose or open format will be rejected.  Price bids should be submitted in sealed envelope only



<b>Opening of Tender</b>	The Technical bid will be opened on 04:00 pm on 12 Feb, 2018 at the below mentioned address: Gujarat Mineral Research & Development Society (GMRDS) Block No 1, 7th Floor, Udyog Bhavan Sector-11, Gandhinagar, Gujarat-382010
<b>CONTACT PERSONS (FOR ANY CLARIFICATIONS)</b>	Management Officer Gujarat Mineral Research & Development Society Email : mo-gmrds@gujarat.gov.in Contact numbers : 9099050364

#### **V. Proposal Submission:**

The Technical Proposal shall be placed in a sealed envelope clearly marked **“Technical Proposal”**. Technical proposal would include the following:

- Work order copy/ Invoice/ certificate from client mentioning the work done for each of the last 5 years to prove 5 years of experience for creative designing as well as promotional film/ TVC preparation
- Work Order/ Certificate/Invoices to prove turnover criteria
- No Legal Proceeding certificate
- Any other document required to prove qualification criteria
- Samples of the best Creatives/promotional films, TVCs prepared in the last 3 years
- Technical proposal 1 (TP1) for team composition- format attached
- Technical proposal 2 (TP2) for CVs for key staff members – format attached.

#### **Envelopes for Submission:**

1. Separate envelopes containing the tender fee and EMD should be also prepared and be marked as “EMD and Tender FEE”.
2. Envelopes containing the Technical documents as mentioned above to prove technical qualification criteria
3. Price Bid- to be submitted in a sealed envelope titled as ‘Price Bid’
4. All the mentioned envelopes to be placed into an outer envelope clearly marked **“PROPOSAL FOR CREATIVE AGENCY”** and sealed.

This outer envelope shall bear the Name of the Assignment, submission address, etc. The Proposals must reach on or before the last date of submission mentioned in the notice inviting tender.

**Financial Proposal:**

- The quote should be unconditional and single
- The fee quoted should be exclusive of GST.
- The proposal should be indicated in the Indian Rupees. Proposal in any other currency would not be accepted and is liable to be rejected.
- Application of the taxes on the payment would be as per the prevailing guidelines from time to time issued by the Government of India.
- The fees quoted would be inclusive of all out of pocket expenses incurred for travel to attend meeting in Ahmedabad / Gandhinagar, and for client servicing.

**VI. Technical presentation:**

Technically qualified agencies will be called for the presentation before the selection Committee. **The date and time for the technical presentation will be intimated later to the qualified agencies through email/ fax/ letter.**

The content for the technical presentation upon which the final technical score will be awarded should cover the following:

1. Brief about the agency
2. Brief about team proposed
3. Designs of the following creative for the campaign:
  - Central Theme for the campaign
  - Design for newspaper advertisements based on central theme
  - Design for hoardings based on central theme
  - Design for Brochure based on central theme
  - Design for Bus panels based on central theme
4. Earlier best creative work done in print and digital media
5. Earlier best promotional A/V film and TV Commercial prepared
6. Any other innovative idea presented

## **VII. Instruction to Bidding Agencies**

- The selection would be on the Quality Cum Cost Based Selection (QCBS) based on the final weighted score, subject to fulfilling the requirements of the Qualification Criteria. The Proposal will form part of the contract with the selected agency.
- The Creative Agency should be able to provide a qualified servicing and creative team, for undertaking the creative work and campaigns. The creative agency team would work closely with the GMRDS and should be available always at the call of the Management. Creative Agency team should include: Creative Director, Copywriter, visualizer, DTP servicing. The creative team mentioned in the bid should be necessary be the same which would work on this account
- CVs of all the team members certified by the authorized signatory and clearing indicating educational and professional qualification and experience should be attached
- All contents of the Proposal should be clearly numbered, indexed and arranged in a sequence and shall be bound firmly.
- The Original Proposal (Technical Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the official of Agency themselves. The person who signs the proposal must put initial against such corrections.
- Submission letters for both Technical Proposals should respectively be in the formats specified in this document.
- The proposals shall be signed and submitted by the Authorized Signatory of the Agency. The authorization shall be attached in the Technical Proposal and shall be in the form of a written power of attorney/ board resolution or in any other form demonstrating that the representative has been dully authorized to sign.
- The Agencies shall bear all costs associated with the preparation and submission of their proposals. GMRDS is not bound to accept any or all proposals, and reserves the right to annul the selection process at any time prior to award of contract, without any liability to GMRDS.
- The Technical and Financial Proposal to be submitted by the agency should be firm and valid for a period of 90 days from the last date of submission of the proposal.

- Physical papers are to reach our office as per the date and time mentioned in this document. It is the responsibility of the participating agency to submit the bid before the last date and time at the address as mentioned in the document above, and GMRDS will not be responsible for any delay due to post/courier/any other reasons.
- At any time before the submission of Proposals, GMRDS may amend this document by issuing an addendum, which shall be binding on the agencies.
  - The agencies shall acknowledge the tender conditions and all subsequent amendments and submit along with their proposals duly signed. Therefore, the tender document signed by the authorized signatory should be the part of the technical proposal
- GMRDS will select the agency who has scored the highest as per the evaluation criteria - combined score of technical proposal and financial quote.
- The selected firm may be invited for negotiations, if felt necessary by GMRDS. If such negotiations do not result in a conclusion, GMRDS shall have the right to invite the next bidder (second highest scorer) for negotiations and finalization.

### VIII. Proposal Evaluation

The respective weightage for the Composite Technical Score and the Composite Financial Score are set out in the table below:

<b>S. No.</b>	<b>Description of Parameters for composite evaluation score</b>
1	(A) Composite Technical Score - 70 marks
2	(B) Composite Financial Score- 30 marks

The evaluation of proposals shall be on the principle of **Quality Cum Cost Based Selection (QCBS)** based on the final weighted score. The assignment shall be awarded to the bidder scoring the highest final weighted score as decided by selection committee.

#### **Technical Evaluation**

The Evaluation Committee appointed will carry out the evaluation of Proposals on the basis of the following evaluation criteria and points system. Each evaluated Proposal will be given a technical score as detailed below. The maximum points/ marks to be given under each of the evaluation criteria are:

<b>Sr No.</b>	<b>Evaluation Criteria</b>	<b>Max Marks</b>
1	Central Theme for the campaign	25
2	Designs for hoardings, brochure, bus panel etc	25
2	Past work done of creative designing for other clients	10
3	Sample promotional videos/ TV Commercials prepared for past work	10
	<b>Total Maximum technical marks</b>	<b>70</b>

**Agency has to score at-least of 42 marks (from 70 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened who will be declared qualified in technical presentation.**

### **IX. Payment Schedule:**

The proportionate fees will be paid after every two months, making total fees to be paid in 06 months (which means fees will be paid in 03 equal installation and will be paid after every 02 months). GST would be paid as per applicable laws.

The payment would be made after submission of the bills and acceptance from the department. A brief report of the work carried out during the billing period should be submitted along with the bills.

The final bill will be paid after submission of all the relevant documents, files, photographs, report and any other material in hard and electronic format

No reimbursements would be made with regard to any domestic, any other out of pocket undertaken by the agency and or its representatives without prior approval by the authorities.

The out of pocket expenses are pure reimbursements and not to be treated as part of the fees.

### **X. Opening of Proposal**

GMRDS would open the proposals immediately after the Proposal Due Date and Time for the purpose of verification of requisite fees and EMD; verification of documents for pre-qualification would be considered of only those agencies who have paid the requisite fees and EMD.

Subsequently for the pre-qualified agencies, a technical presentation would be arranged, where in the qualified agencies would be invited to make the presentation on their concept to act as the Creative Agency for the Summit to the Committee so constituted by the Government of Gujarat, by giving due notice by email to the authorized signatory to bid. Communication would be made on the contact detail provided in the performa attached to this document

Agency would have to bring in the requisite copies of the technical proposals in hard copies and in the suitable format of ppt, movies, pdf, etc for presentation to the Committee members. The presentation would be retained by GMRDS for its records.

Soft copy of the presentation to the Committee may therefore be made available to the Committee well in advance, on the day of the presentation.

The Committee after having evaluated the technical presentation would provide the technical score. Agency qualifying in the technical

presentation would then be eligible for the opening of the financial proposals.

Financial bids would preferably be opened on the same day after the completion of the technical presentation. However, if there will be any change in the date of opening of financial bids, the same will be intimated to all the participated agencies by GMRDS. The proposals would be opened on given date and time, even if the representatives are not present.

GMRDS will correct any arithmetical errors in Financial Proposals. While correcting arithmetical errors, in case of discrepancy between the amounts mentioned in words and figures, the amount quoted in words shall only be considered and evaluated.

## **XI. Other Terms & Conditions**

### **• Validity of the Proposal**

The Proposal shall remain valid for 90 calendar days after the date of the opening of the financial bid. Both the parties would endeavour to complete the process of selection and enter into agreement before the validity period.

### **• Extension of Validity of Proposal**

In exceptional circumstances, prior to expiry of the original Proposal Validity Period, GMRDS may request the agency to extend the Proposal Validity Period for a specified additional period.

### **• Disqualification**

The following events and circumstances may result in disqualification of the applicant from the bidding process:

- Submission of Proposal after the Proposal Due Date
- If the Proposal contains misleading or false representation in the forms, statements and attachments submitted in proof of the eligibility requirements
- If the Proposal contains conditions other than the conditions mentioned in this document or any additional condition put in by the agency to the GMRDS.
- If the Proposal submitted is not accompanied by the required documentation will be considered non responsive

- Agency is unable/fails to provide clarifications related to its Proposal.
- Consultants who attempt to influence the qualification or selection process shall be disqualified from the process at any stage
- GMRDS reserves the right to reject or disqualify the proposal, if any detrimental information becomes known after the Consultant has been qualified.
- GMRDS reserves the right to reject the Applicant, at the time, or at any time after such information becomes known.
- In case of such disqualification under any circumstances, the decision taken by GMRDS shall be considered as final and binding.

- **Format and Signing of Proposal**

**The proposal should be short, concise & include all points indicated in the Document.**

The Proposal shall be typed or written in indelible ink and should be in English. Proposal in other language would not be accepted. The pages and volumes of each part of the Proposal shall be clearly numbered. The Proposal shall contain all the information required herein and references of previous submissions shall not be considered.



**XII. TP-1: Team Composition**

The Agency shall propose team consisting of staff / experts to take care of all aspects of the assignment.

<b>Key Staff</b>			
Name of Key Expert	Educational Qualification	Area of Expertise	Post qualification relevant experience in number of years

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

**XIII. TP-2: Curriculum Vitae (CV) for Key Staff**

**1. Name of Firm** [*Insert name of firm proposing the staff*]: \_\_\_\_\_

**2. Name of Staff** [*Insert full name*]: \_\_\_\_\_

**3. Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_

**4. Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]:  
\_\_\_\_\_

**5. Membership of Professional Associations:** \_\_\_\_\_  
\_\_\_\_\_

**6. Other Training** [*Indicate significant training since degrees under 5 - Education were obtained*]: \_\_\_\_\_  
\_\_\_\_\_

**7. Countries of Work Experience:** [*List countries where staff has worked in the last ten years*]: \_\_\_\_\_  
\_\_\_\_\_

**8. Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: \_\_\_\_\_  
\_\_\_\_\_

**9. Employment Record** [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:

From [Year]: \_ To [Year]: .

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_

**10. Work Undertaken that Best Illustrates Relevant Experience and Capability to Handle the Tasks Assigned**

**11. Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to disqualification or dismissal of the firm. If selected my services shall be available for the assignment till completion.

Date:

[Signature of staff member or authorized representative of the staff]

Day/Month/Year

Full name of authorized representative:

#### **XIV. Financial Proposal**

Submission to be made in sealed envelope titled as Price Bid in the prescribed format therein:

<b>Particular</b>	<b>Amount (In Rs.)</b>
Lumpsum Quote for all creative work as per the scope of work (section II- A. Creative designing)	
TV Commercial in Gujarati language of 45 seconds with adaptation to 30 seconds  (As per section II- B. Promotional TV Commercial Preparation)	
Voice-over charges of TV commercial in English/ Hindi languageP	
<b>Total Amount</b>	

In Words: \_\_\_\_\_

The above quote submitted is exclusive of GST and the applicable service tax at the time of payment will be paid extra.

No separate charges for adaptation will be given (for creative and TV Commercial) and will be included in the quoted amount.