

**OFFICE OF THE SECRETARY  
ASSAM PUBLICATION BOARD  
3<sup>rd</sup> BRAHMAPUTRALITERARY FESTIVAL, 2019**

**Tender Notice**

**The Secretary, Publication Board, Bamunimaidam, Guwahati-781021** invites (Bids affixing court fee stamp of Rs 20 from reputed and experienced firms for **Publicity and Branding of 3<sup>rd</sup> Brahmaputra Literary Festival, Guwahati 2019** to be organized from **9<sup>th</sup> February to 11<sup>th</sup> February, 2019** at **Srimanta Sankardev Kalakshetra, Guwahati**. The estimated value of the work is Rs 27 lakh.

The Bidders who will download the Tender Schedules containing the Tender Details, Terms and Conditions from the website [blfguwahati.com](http://blfguwahati.com) and submit a Non-Refundable Document fee of Rs 2000/- (Rupees TwoThousand) only in cash along with earnest money mentioned through a DD from a nationalized bank drawn in favour of the “Secretary, Publication Board Assam, Guwahati) - with the completed tender form.

The Original Demand Draft/ for Tender Fees and EMD should be placed in the Envelope containing Technical Bid.

Sd/-  
Secretary  
Publication Board Assam

### **Brief note on the proposed event:**

The Secretary, Publication Board Assam, is going to organize “**3<sup>rd</sup> Brahmaputra Literary Festival, 2019**” from 9<sup>th</sup> February to 11<sup>th</sup> February, 2019. The event will be held at Srimanta Sankardev Kalakshetra, Guwahati. The programme will be attended by Authors, Invitees, Officials and Media persons from across the world. More than 10,000 people are expected to be present in the event. The programme includes literary sessions, book launches, felicitations and cultural programme.

**Who Can Participate:** A firm/ Company dealing with Advertising/ Outdoor Publicity and Branding/ Event Management can participate. Bid is not open to any firm not dealing in business stated as aforesaid.

Turnover from advertising/outdoor publicity and branding/ event management shall only be considered.

EMD : 2% of the amount quoted in the form of DD  
Drawn in favour of Secretary, Publication Board, Assam.  
Document fee: Rs. 2000.00 in the form of Cash

## Terms and Conditions

1. The Bidder must submit Bids in **two bid system i.e. Technical Bid and Financial Bid**. Both the Technical Bid and Commercial Bid/ Financial Bid will have to be submitted separately in two sealed cover super-scribed as **“Technical Bid” and “Financial Bid”**. Both the bid should be put in another sealed envelope super-scribed as **“Bid for 3<sup>rd</sup> Brahmaputra Literary Festival, 2019** to be organized on 3<sup>rd</sup> **Brahmaputra Literary Festival, 2019 Guwahati”** on the top of the envelope. The **name, address with telephone or mobile number** of the Tenderer should also be written legibly in all three sealed envelopes.

Bidders should submit hardcopy of tender papers to the undersigned before 2pm on January 25, 2019 at the office of the Secretary, Publication Board Assam, Bamunimaidam, Guwahati.

Technical Bid. Bidders to submit the following papers in Technical Bid duly signed and stamped by the bidder or his authorized agent. **Fill up Format A and Document Fee for Technical Bid along with Cash for Rs. 2000.00 in cash.**

2. A profile of the Firm should be submitted.
3. Proof of having an office at Guwahati.
4. Valid and Up-to-date Trade License issued by component authority.
5. Up-to-date GST Registration Certificate issued by component authority.
6. Permanent Account Number of the Firm.
7. Financial Soundness Certificate from Commercial Bank.
8. Proof of average annual turnover of Rs One crore in Government/Private sector during the last three financial years along with audited balance sheet. Last three Financial Year means Accounting Year 2015-16, 2016-17 and 2017-18. Assessment shall be made of the turn over from the Trading, Profit and Loss Account of your firm duly certified by a CA.
9. Bidder should have minimum of three years' experience in similar field in Government/private Sector. (Copy of Work order and Completion Certificates from concerned Department/company will have to be enclosed).
10. The Bidder shall have to furnish **Earnest money of 2%** of the estimated tender value of the work in the form of DD payable at Guwahati and duly pledged in favour of **SECRETARY, PUBLICATION BOARD ASSAM, BAMUNIMAIDAM, Guwahati-** 21. The Earnest Money of the successful Bidder will be adjusted with the Performance Security Deposit. The Earnest Money of the unsuccessful Bidder will be returned after observing formalities.
11. The Bidder will have **to submit** necessary details, including original agreement with owners and right holders regarding the sites, especially of the hoardings. **The presentation should contain the (i) advantage of the locations, (ii) photos of the site used in previous events/or by corporate clients, etc. Two DVDs of the presentation will be submitted in sealed cover in Technical Bid. These DVDs will be opened/displayed on the day of presentation and no other mode of DVD prepared subsequently or presentation prepared subsequently be allowed to be made. The Particular DVD alone will be**

**allowed to be played. The Secretary may award the tender to multiple bidders depending upon the location advantage of their sites, besides rates.**

12. The Bidder has to submit the entire set of tender papers duly signed while dropping the tender.

**Financial Bid: ENVELOPE B**

**Price against sites proposed to be used,**

**Note : Price Bid of the bidder who does not provide rate of the hoarding sites and kiosks within Guwahati will be rejected as the organization will evaluate lowest bid on the total amount included and not piecemeal or item-wise assessment.**

**Other conditions.**

1. The rates should be quoted against each site. Rates including all taxes. The rates should be quoted both in words and figures. The rates which will be evaluated will be the grand total of rates of all hoardings/sites separately and, if need be, two vendors may be allotted specific set of works.
2. The Bidder(s) will quote the agency charges/ fees in terms of rupees not in terms of percentage.
3. Applicable GST/Service Tax/Income Tax and other taxes (if any) as applicable under State and Central Government norms will be deducted from the bills as applicable as per Rules. The Secretary, Publication Board Assam reserves the right to accept or reject any or all the offer either fully or partly without assigning any reasons and is not bound to accept the lowest bid since due weight age shall be given to several factors besides the financial bid.
4. The work should be completed within stipulated time. For time delay due to any reason by the Bidder, penalty will be imposed accordingly.
5. Penalty will be imposed on the Bidder for doing sub-standard work of for time delays, if any as deemed fit and proper by Secretary, Publication Board Assam.
6. No price re-estimation or price enhancement will be considered for the works under any circumstances.
7. The successful Bidder/Bidders will have to deposit Performance Security of 5% of the value of contract in the form of demand draft from a Commercial bank pledged in favour of Secretary, Publication Board Assam. The earnest money may be added to the Performance Security Deposit in case of successful Bidder. Performance Security is to be forfeited in the event of breach of contractual obligation by the Agency regarding relevant contract.
8. The approved rate may be applicable for a period of three months from the date of finalization of rate by the Departmental Tender Committee.
9. Payment will be made subject to availability of fund under FOC.

**General:**

1. Any cut marks/ Over-writing or erasure in the documents will be treated as cancelled.
2. All pages of the tender documents should be signed and stamped by the tenderer.

3. If the tender date falls on holiday, bandh, etc., for any reason, the subsequent working day will be the tender date.
4. Deed of agreement will be executed before execution of the work.
5. The bidder should be responsible for the work from the date of issue of the work order till completion of the event.
6. The Secretary, Publication Board Assam, and CEO Brahmaputra Literary Festival, 2019 Assam shall have right to issue addendum to tendered document to clarify, amend, modify supplement or delete any of the condition, clause or items stated therein. Each addendum shall form a part of the original invitation to Tender.
7. In case of any query, the bidder must communicate with the undersigned through e-mail (blfghy2018@gmail.com) or the web portal on or before 22/1/2019.

### **Evaluation of the Bids:**

First Technical bid will be opened and evaluated. A Bidder has to score minimum 50 marks out of 100 in Technical Bid for qualifying. Responsible Bidder will be selected on the basis of marks. Those getting 50 Marks will be declared responsive. Price Bids of Responsive Bidders will be opened then.

Responsive Bidders Bids will be opened and L1, L2 will be determined on the basis of total cost of Price Bids for hoarding and kiosks. There shall be no marking formula. All qualified Bidder in Technical Bid will be assessed as regards total Price Quoted.

While determining Responsive bidder, total cost under hoarding sites and kiosks will be taken in account in Price Bid.

No conditional Price Bid will be accepted. Condition includes such terms as for example, discount will be given if payment is received within 10 days, etc. Such conditional bid will be rejected.

<b>Bid Components</b>	<b>Marks</b>
<b>(i) Functioning as Event Management/Advertising /Outdoor Publicity/Branding Agency in Govt/Corporate sector</b> a. Up-to 3 years b. Up-to 5 years c. More Than 5Years	3 6 10 <span style="font-size: 2em; vertical-align: middle;">}</span> Out of 10
<b>(ii) Annual Turnover of the Firm (as per audited reports) for 2017-18</b> a. Up-to Rs 20 lakh b. Up-to Rs 50 lakh c. More than Rs 50 lakh	5 7 10 <span style="font-size: 2em; vertical-align: middle;">}</span> Out of 10
<b>(iii) Experience in organizing similar events in Government/Corporate Sectors:</b> a. 2-3 events b. 4-5 events c. More than 5 events	5 10 20 <span style="font-size: 2em; vertical-align: middle;">}</span> Out of 20
<b>(iv) Locational Advantage</b> a. Explanation b. Agreement with right holder c. Illumination	20 20 20 <span style="font-size: 2em; vertical-align: middle;">}</span> Out of 60
<b>TOTAL</b>	<b>100</b>

**Publicity of the 3<sup>rd</sup> Brahmaputra Literary Festival, 2019 at Guwahati  
Item of Work.**

**SCHEDULE OF REQUIREMENT**

BRAHMAPUTRA LITERARY FESTIVAL 2019: Schedule of Works. Rates inclusive of all taxes, service tax etc.		
10	PUBLICITY	Putting up of hoardings at 30 prominent places in Guwahati.  Thirty (30) in other districts of Assam and 15 in other states of Northeast.  Hoardings to be fitted on steel frame at appropriate Height with illumination at night, ideally.
11	City Branding	Putting up of 400 wooden kiosks of the minimum size of 8X 2.5 Feet across Guwahati. Painted and designed as per design approved.
13		
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**FORMAT-A**  
**Tender Form**

Please submit in Technical Bid

Paste Court Fee Stamp of Rs.8.25 here

**(Tenderer to submit the page in the official Letter Head of the Agency/Firm along with the Technical Bid)**

To : The Secretary, Publication Board Assam, and CEO, Brahmaputra Literary Festival, Assam  
Bamunimaidam, Guwahati- 781021

Ref : Your Notice Inviting Tender No.

Sub : Bid relation to Brahmaputra Literary Festival to be organized on  
.....2019 at Guwahati

Sir,

I,/We Shri/ Smt.....being the  
Manager/Partner/Owner of the Firm .....having  
Registered Office at .....submit the Bid  
for Publicity and Branding services for 3<sup>rd</sup> Brahmaputra Literary Festival, 2019.

I/We have gone through the terms and condition and also schedule of items as enlisted by you in your NIT for subject under reference.

I/We therefore confirm that I/We have understood all the terms and conditions and conform my/our commitment to abide by them.

I/We also confirm my/our commitment to provide the services as enlisted in the schedule of item with your Short Tender Notice under reference.

I/We am/are acquainted with all the tasks required to be carried out, before making this offer.

The rate quoted will be valid for three months from the date of approval of rate, and i/we shall not demand any advance.

I/We hereby signed this document as token of our acceptance of various conditions mentioned in the Tender document.

Date :

Place :

**Signature with stamp of the Authorised Signatory**

**FORMAT-B****(Please Submit along with the Technical Bid)****(A)**

<b>Technical Bid Components</b>	<b>Mark whichever is applicable</b>
<b>(i) Functioning as Publicity/Event Management/Branding Agency in Govt/Pvt. Sector</b> (a) Up-to 5 years (b) Up-to 8 years (c) More than 8 years	(a) (b) (c)
<b>(ii) Annual Turnover of the Firm (as per audited reports) for three previous financial years</b> (a) Up-to Rs 10 lakh (b) Up-to Rs 15 lakh (c) More than 15 lakh	(a) (b) (c)
<b>(iii) Experience in similar works in Government/Pvt Sectors:</b> (a) 2-3 depts/cos (b) 4-5 depts/cos (c) More than 5 dept/cos	(a) (b) (c)
<b>(iv) Presentation</b>  (a) Explanation (b) Agreement with right holders (c) Illumination	(a) (b) (c)

**(B)**

<b>Sl. No.</b>	<b>Item</b>	<b>Whether Enclosed or Not?</b>
1	Court fee Stamp Rs. 20.00	
2	Earnest Money Deposit by DD and Document Fee of Rs. 2000.00 by Cash	
3	Profile of the Bidder	
4	Proof of having an office at Guwahati	
5	Up- to- date Trade License	
6	Valid Service Tax Registration Certificate/GST	
7	Valid VAT Clearance certificate/GST	
8	PAN Card	
9	Financial Soundness Certificate from Commercial Bank	
10	Annual Turnover of Rs. 50.00 lakhs in Govt/ Pvt sector	
11	Minimum 3 years' Experience in similar field in Govt/Pvt. Sector	
12	Names of three major clients	
13	DVD Presentation	
14		
15		

Date :

Place :

**Signature with stamp of the Authorised Signatory**



## FORMAT "C"

## PRICE SCHEDULE ( PRICE BID) USE THIS FORMAT ONLY

Place it duly filled and signed in the envelope marked Price Bid.

BRAHMAPUTRA LITERARY FESTIVAL 2019 : COST HEADS/ Schedule of Works. inclusive of all taxes , service tax etc.			
Item No.	Event Category	Item of work	Amount Quoted including all taxes, bidder to quote total price including taxes for the items (together) shown at column 3, quote total price for the works shown in the column 3
6			
7			
8			
9			
10	PUBLICITY	Putting up of 30 Hoardings at prominent Places in Guwahati. Thirty (30) in other districts and 15 (in seven other northeastern States) Hoardings to be fitted on Steel Frame at appropriate Height with illumination, ideally.	
11	City Branding	Putting up of 400 wooden kiosks of a minimum size of 8 X 2.5 Feet all over the city as per design approved.	
12			
13			
14			
15			
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19			
20			
GRAND TOTAL OF THE BID VALUE Rs.			