

**DIRECTORATE OF PLANING, STATISTICS & EVALUATION
3rd FLOOR, JUNTA HOUSE ANNEXE, 4th LIFT,
18TH JUNE ROAD, PANAJI-GOA, 403 001.**

TENDER NOTICE

Sealed Tenders are invited by the Director, Directorate of Planning, Statistics & Evaluation, Government of Goa, Panaji for conducting a Publicity Campaign in connection with a National Project to be launched soon.

All interested Advertisement Consulting Agencies, who have been empanelled with the Directorate of Information & Publicity, Government of Goa need to submit the Technical and Financial bids. The Tender Form can be obtained from the Office of the Director, Directorate of Planning, Statistics & Evaluation, 3rd floor, Junta House Annexe, 4th lift, 18th June Road, Panaji-Goa-403 001 on payment of Rs. 5,000/- (non-refundable) paid through a Demand Draft from a Nationalized or Scheduled Bank drawn in favour of the Director, Planning, Statistics & Evaluation payable at Panaji-Goa.

The Tender Forms can be obtained from 20th May, 2011 to 31st May, 2011 up to 12.00 noon. The last date for submission of Tender will be 6th June, 2011 by 12.00 noon sharp. The Technical and Financial bids must be submitted separately in a sealed envelope super scribed as '*Technical Bid*' and '*Financial Bid*'.

For other details of the Tenders such as terms & conditions, Earnest Money Deposit and scheduled dates for opening of the Technical and Financial bids can be had from the Tender Form.

**Director, Planning, Statistics & Evaluation,
Directorate of Planning, Statistics & Evaluation,
Government of Goa.**

I. Introduction

The Unique Identification Authority of India (UIDAI) has been notified by the Government of India as an Attached Office under the aegis of the Planning Commission. With the following objective: of “Assigning Unique Identification Numbers / Aadhaar Numbers to the entire resident population of the country”.

In the process of implementation of the said Project in the State of Goa, the participation of the public at large is a serious concern. It has been observed in other States that the public participation to the fullest extent has been possible only after putting in the best possible efforts through media/awareness campaign using all possible ways and means.

The Scope of work includes:

1. Production of 2-3 minutes documentary to be shown in cinema halls.
2. Production of 2-3 minutes slide/display to be shown in cinema halls.
3. Audio messages through Government / Private Radio Channels.
4. Video clips through Doordarshan / Private Channels.
5. To conduct interactive programmes such as street dramas, etc.
6. Display on hoardings at selected places.
7. Preparation and display of banners and posters at various locations including Public transport carriers.
8. Pamphlets circulation / distribution.
9. Designing of Advertisements for release in Print Media.

Besides the above tasks, the Advertisement Consulting Agency (ACA), needs to liaison with various authorities in State Central Agencies such as Doordarshan /Radio Station / CEO of Corporations / Cinema Hall Associations and others, in order to carry out such a huge task of highly specialized nature successfully in a short time.

The ACA would be wholly responsible for production / execution of above works and no administrative assistance / help will be provided by the Department. However, all materials / audio / video / print / picture / images, etc. shall be approved by the Department.

**(Signature and the Name of the
Agency/Institution along with rubber stamp)**

II. Tender Form

Part A: Technical Tender

(To be submitted in a separate sealed envelope)

No. DPSE/UID-GOA/2009/Publicity/TT

Date:

FORMAT FOR SUBMITTING THE TECHNICAL TENDER FOR CONDUCTING PUBLICITY CAMPAIGN FOR UID PROJECT IN GOA

To,
The Director,
Directorate of Planning, Statistics and Evaluation,
Government of Goa,
4th Lift, 3rd floor,
Junta House, 18th June Road,
Panaji – Goa.

Sir,

In response of your Tender Notice published in Newspapers dated, _____ 2011, we submit our Technical Tender for the said Campaign along with the following technical details:

1	Name of the Agency /Institution.	
2	Whether it is sole proprietorship or partnership or private/public limited company (proof to be attached).	
3	Name and address of the proprietor/partners/directors.	
4	The Agency/Institution must not have any dues pending or blacklisted by any State Government or Agencies for which it has worked or currently working. The Agency/Institution should enclose an undertaking in this regard; failing which the bid will be summarily rejected.	

**(Signature and the Name of
the Agency/Institution along
with rubber stamp)**

5	The Time frame for preparation of the said Campaign shall be Ten days from the date of issue of work order. However, the Campaign will be an ongoing process for 3 to 4 months. The Agency/Institution must agree to the above time frame and should submit an undertaking to this effect; failing which the bid will be summarily rejected.	
6	The particular of demand draft on account of E.M.D. i.e Number, date, amount, name of issuing Branch of the Bank.	
7	Proof of PAN/TAN account of the Agency/Institution.	
8	Complete Profile of the Agency/Institution, profile of its manpower, detailed justification, capability and methodology for handling Campaign of such magnitude	
9	Any other information, which Agency/Institution may like to give.	

DECLARATION

The above information furnished here is true and authentic and the same is supported by documentary proofs and nothing has been concealed whatsoever. Incase, any information is found to be false and misleading at any stage, the Government may take appropriate departmental & legal actions as it deems fit.

Yours faithfully

**(Signature and the Name of the
Agency/Institution along with rubber stamp)**

(to be signed by the sole proprietor / one of the partners in case of Partnership firm / one of the Directors in case of private / public limited company)

Note: Complete information should be provided against each column along with necessary supporting documents. Incomplete information and lack of required supporting documents will render the tender liable for rejection. No column should be left blank and every page must be numbered, signed and sealed.

Part B: Financial Tender

(To be submitted in a separate sealed envelope)

No. DPSE/UID-GOA/2009/Publicity/FT

Date:

**FORMAT FOR SUBMITTING THE FINANCIAL TENDER FOR
CONDUCTING PUBLICITY CAMPAIGN FOR UID PROJECT IN GOA**

**To,
The Director,
Directorate of Planning, Statistics and Evaluation,
Government of Goa,
4th Lift, 3rd floor,
Junta House, 18th June Road,
Panaji – Goa.**

Sir,

In response of your Tender Notice published in Newspaper dated _____ 2011, we submit our financial proposal as follows:

Our Price Quote for the Campaign, per unit / time wise, etc. is indicated below in the enclosed pages.

Yours faithfully,

**(Signature and the Name of
the Agency/Institution along
with rubber stamp)**

Note: Provide price quote in respect of each item and all possible options / combinations under each item indicated in the scope of work. If the specific amount cannot be quoted against a particular item, price range be quoted as Rs. Minimum – Rs. Maximum and the item details be provided specifically against Minimum amount and Maximum amount.

Terms and Conditions

- i. The Agency(ies)/Institution(s) should be an Income Tax Assessee and have a valid Permanent Account Number (PAN) issued by the Income Tax Department;
- ii. The legal status of the Agency/Institution, along with documentary proof i.e., whether it is a Proprietorship, Partnership firm or a Private Limited Company. In case a partnership firm, it should be registered or registered under Trust Act and Co-operative Society, etc. and proof thereof be attached;
- iii. The Agency(ies)/Institution(s) should have a minimum turnover of Rs.3 crore.
- iv. The Agency(ies)/Institution(s) should enclose a Certificate of Empanelment with the Directorate of Information & Publicity, Government of Goa failing which the bid will be summarily rejected.
- v. The Agency(ies)/Institution(s) has to submit the copies of the audited balance sheets for last three (3) years;
- vi. The time period for preparation of material for the said campaign shall be 10 days which shall be extendable by another five days (5) from the date of the issue of the work order. Beyond this stipulated time period no extension shall be allowed except in unavoidable genuine circumstances. The Campaign will be an ongoing process for 3 to 4 months. The Agency(ies)/Institution(s) shall be required to submit an undertaking to this effect (exception of unavoidable circumstances) along with the Technical Bid;
- vii. The Agency(ies)/Institution(s) should have been working in the field for last 15 years continuously and should have experience of working in Goa for atleast 5 years.
- viii. The Agency(ies)/Institution(s) which have accreditation continuously for last 15 years with Indian Newspaper Society will only be eligible

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the Agency/Institution along
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- ix. The Agency(ies)/Institution(s) membership with the following :
1. Advertising Agencies Association of India,
 2. Indian Broadcasting Foundation,
 3. Advertising Standards Council of India,
 4. International Advertising Association
 5. Audit Bureau of Circulations,
- would be an added qualification.
- x. The Agency(ies)/Institution(s) having experience of advertising, design and communication in other states of India would be preferred. However, a company is said to be working in other states only if the company has an established branch office in the state with independent design studio
- xi. The higher credit rating by SMERA would also be an added advantage.
- xii. The Agency(ies)/Institution(s) which cannot provide solutions in print, radio, TV, outdoor, mobile, online, etc. will not be considered for selection. Such experience, thus need to be declared.
- xiii. The Agency(ies)/Institution(s) need to list out e-brochure and sms campaign, if any, carried out by them in the last 5 years.
- xiv. The Agency(ies)/Institution(s) need to list out integrated Public Relations solutions offered to clients in last 5 years.
- xv. Agency(ies)/Institution(s) need to list out the creative work done by them in the relevant field which has been nominated for award / awarded by authorities.
- xvi. The Government does not intend to keep redressal route for any Agency(ies)/Institution(s) who is not selected at this stage;

**(Signature and the Name of
the Agency/Institution along
with rubber stamp)**

- xvii. The last date for purchase of Tender Form shall be 31.05.2011 up to 12 noon. The Tenders shall be accompanied with a Refundable EMD in the form of a Demand Draft of Rs. 2 lakh (Rupees Two lakh only) of any Indian Nationalized Bank in favor of the Director, Planning Statistics and Evaluation, payable at Panaji, Goa. The EMD so asked shall be returned forthwith in case of unsuccessful tenderers;
- xviii. The selected Agency(ies)/Institution(s) will require to submit Bank Guarantee for an amount equivalent to 5 % of total estimated cost of the work or Rs. 2 lakh whichever is higher.
- xix. The last date of submission of Tenders shall be 06.06.2011 till 12 noon. The Tenders will be opened at 3pm on 06.06.2011.
- xx. The tenders shall be opened by a Tender Evaluation Committee and the evaluation by the Committee will be final and binding.
- xxi. The Agency(ies)/Institution(s) will be provided with skeleton of materials / rough sketches of the material / suggestive material and the Agency(ies) will require to take approval of the Nodal Department in each matter separately.

**(Signature and the Name of
the Agency/Institution along
with rubber stamp)**