

Gujarat State Non Resident Gujaratis' Foundation
Block No. 16, 3rd Floor, Udyog Bhavan
Sector-11, Gandhinagar – 382011
Tender Document for Appointment of Creative & Designing Agency

Sealed technical (Creative and designing) and financial quotations are invited from interested, eligible and experienced firms for following work:-

S.N.	Work	Last date for submission of Tender	Date of Opening of Tender
1	Appointment of Creative and Designing Agency for NRG Foundation for a period of three years	15/9/2018 (During office hour 10.30 am to 6.00 pm)	17/9/2018 (4.00 pm)

Details, terms and conditions for the above work can be downloaded from website: www.nri.gujarat.gov.in/tenders

The technical bid and financial bid shall be submitted in a separately sealed envelope.

Director

I. **Type of work:** - Appointment of Creative and Designing Agency for NRG Foundation, for a period of three years.

II. **Tender Document for Appointment of Creative and Designing Agency:-**

NRG Foundation proposes to appoint a **Creative and Designing Agency** for designing and production of the required creative and publicity material and to provide a Creative Vision and Strategy for taking forward the campaigns of NRG Foundation.

Gujarat State Non-Resident Gujaratis' Foundation (NRGF) has been established by the Government of Gujarat to further the common interests, concerns and historical ties that bind the people of Gujarat to NRGs (Non- Resident Gujaratis) or people of Gujarati origin living outside Gujarat, in other states within India as well as places outside the country with a firm belief that the contact and friendship established through programs of the foundation can go a long way towards generating mutual benefits for the people of Gujarat as well as NRGs and achieving avowed objectives of the NRGF.

The objectives of the Gujarat State Non Resident Gujaratis' Foundation ("Gujarat Rajya Bin Niwasi Gujarati Pratisthan.") are to explore the possibility as to how Non Resident Gujaratis' / Non Resident Indians (NRGs/ NRIs) can play vital role in the development of the state and to identify the areas where Government can be of assistance to NRGs / NRIs.

Scope of the work:-

To Create and Designing work for NRG Foundation for Below Mentioned programs and Other Literature as per requirement time to time.

- NRG Foundation Brochure
- Newsletter
- E- magazine
- Various seminar/event like Sadakaal Gujarat/ Vibrant Gujarat/ Pravasi Bhartiya Divas related designs.
- To prepare Design of Logo / Hoardings/ Banner/posters /invitation cards /Advertisement /standees/ Wall Panels etc. for print media with innovative ideas (**As per mention in financial bid statement**)

NRG Foundation regularly organize Sadakal Gujarat event Reconnect with NRGs, through Sadakal Gujarat Event, in cities of India having sizable Gujarati population.

The main aim to organize such a program is to engage and Familiarize Gen-Next NRGs with their roots Gujarat.

Presentation would comprise of the following points:

1. Brief details on any Govt. related campaign done in the past.
2. STP (Segmentation, Targeting, Positioning) of NRG Foundation for both national and international markets.
3. Creative and designing Vision and Strategy presented for the NRG Foundation's Creative and designing Campaign for 3 years.
4. Credentials of Creative and designing Agency identified to work with the NRG Foundation
5. Award winning campaigns handled, if any

TECHNICAL BID FORM

Sub: Application for Appointment of Creative and Designing Agency for NRG Foundation, for three years.

1	Name & Address of the firm, Tel/ Fax/Email Details	
2	Date of Establishment of Company (enclose evidence) (Should be in existence for last three years)	
3	Total work experience (In years)	
4	Address detail of Office	
5	Annual Turn Over in the last year (enclose balance Sheet, CA's Certificate)	
6	Is your firm a Proprietorship/Partnership or Registered under the Companies Act. Please give details & enclose Certificate	
7	Branches (Enclose details with address & Telephone No. if any)	
8	Details of Income Tax Registration: (Enclose PAN Details and latest income tax clearance certificate.)	
9	GST Registration Details	
10	Professional set up (Completed details of staff, Designers & other) Enclose list (separate sheet for technically qualified staff)	
11	A letter of confirmation from the Creative and Designing Agency for being able to provide the qualified team enclosed (Y/N)	
12	Nature of Company whether exclusive Company or Separate Division (enclose details)	
13	List of present clients (enclose details)	
14	Copy of Memorandum to be attached	
15	Any other information	

This is to certify that I have read and understood the enclosed brief and other Terms & Conditions and all the supporting documents have been enclosed, and the information given by me is true to the best of my knowledge.

Date:

Signature of Tenderer
(With Seal)

FINANCIAL BID FORM

Sub: Application for Appointment of Creative and Designing Agency for NRG Foundation, for three years.

SR.NO.	ITEAM (Depend on the event and As per the requirement time to time)	RATE (Exclusive of all taxes) (RS.)
1	Logo	
2	Invitation Card	
3	Hoarding/vertical Hoarding	
4	Box hoarding	
5	Flex banner	
6	Standee	
7	Panel	
8	News Paper/Magazine Advertisement	
9	Brochure	
10	Leaflet/Flyer	
11	Poster	
12	Creative Gate Kaman	
13	Box Gate Kaman	
14	Facade branding (if Dom created then only)	
15	Wall design	
16	Backdrop	
17	Podium	
18	I Card /Pass/ badges	
19	Signage	
20	Certificate	
21	Poll kiosk	
22	Fascia Name board	
Total		

**Signature of Tenderer
(With Seal)**

Terms and Condition:-

Technical bid/Presentation will have 70% weight age and Financial Bid will have 30% weight age. Selection of the agency will be based on the aggregate of the Technical and Financial Evaluation.

This Rate will cover costs / expenses of the Creative and designing Agency for undertaking work as detailed in the Scope of Work (statement mentioned in financial bid) as per work done by the agency.

The NRG Foundation reserves the right to negotiate better rates from the final agency selected.

EMD: Demand Draft of Rs.10,000/- (Rupees Ten Thousand only) as EMD in favour of “NRG Foundation” payable at Gandhinagar, Gujarat has to be enclosed with technical bid form.

Selected Agency will have to submit EMD as a security deposit.

Technical Proposals received will be opened in the presence of authorized representatives of the agencies who have submitted proposals on a date /time to be specified by the NRG Foundation.

The Creative and Designing Agency will be responsible for copy right issues concerning usage of images, footage, text material, etc. obtained through various sources. The NRG Foundation will not be a party to any disputes arising out of copyright violation by the agency.

Tenders received after the due date and time will not be considered. Director, NRG Foundation of Gujarat, Gandhinagar reserves the right to accept or reject any tender or its part as per rules.

The Creative and Designing Agency would be appointed for a period of **three years, subject to a yearly review** and with the provision that services of the agency may be dispensed with at any time, giving three months notice, in the event of non-performance, under-performance or any other reason which would be specified.

Agencies must observe the highest standards of ethics during the selection and execution of the contract. The NRG Foundation may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

The agency has to assign a dedicated Senior Manager, who would be the nodal point of contact for the NRG Foundation.

The Creative and Designing Agency will at no time resort to plagiarism. The NRG Foundation will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

The NRG Foundation is however not bound to accept any tender or to assign any reason for non-acceptance. The NRG Foundation reserves its right to accept the tender either in full or in part. **Conditional, erroneous and incomplete Bids will be rejected outright.**

The NRG Foundation reserves its right to summarily reject offer received from any agency without any intimation to the bidder.

The NRG Foundation reserves the right to place an order for the full or part quantities under any items of work under scope of work.
