

**URBAN DEVELOPMENT AND HOUSING DEPARTMENT,  
GOVERNMENT OF BIHAR**

**Tender Notice No. 03/SBM-01-14/2016 - 1852**

**Date: 30-08-2016**

**TENDER NOTICE**

1.	Name of the Work	Notice Inviting Bids for Providing Services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department.
2.	Tender Fee (Non-Refundable)	Tender Fee - Rs . 5000.00 (Rupees Five Thousand Only)
3.	Total time Period	2 Year (730 Days) which can be extended for 1 more year ( 365 Days), if required.
4.	Last Date of submission of Pre-bid queries	Date:- 05/09/2016
5.	Date & Place of Pre Bid Conference	Date:-07/09/2016 at 1100 hrs <b>Place:-</b> Urban Development and Housing Department, Govt. of Bihar, 1st Floor, Vikash Bhawan, Bailey Road, Patna - 800001
6.	Mode of submission of bids	<b>Offline</b>
7.	Website to see detailed RFP/EOI	<a href="http://www.urban.bih.nic.in">www.urban.bih.nic.in</a>
8.	Date of Start of Submission of Bids	Date:- 09/09/2016
9.	Last Date/Time for submission of bid	Date:- 29/09/2016 at 1500 hrs.
10.	Date of Opening of Technical Bid	Date:- 29/09/2016 at 1600 hrs.
11.	Bid submission address	Nodal Officer/SBM, Urban Development and Housing Department, Govt. of Bihar, 1st Floor, Vikash Bhawan, Bailey Road, Patna - 800001

Sd/-

**(Sanjay Dayal)**

Special Secretary

Urban Development and Housing  
Department, Government of Bihar.



**GOVERNMENT OF BIHAR**  
**DEPARTMENT OF URBAN DEVELOPMENT**  
**&**  
**HOUSING DEPARTMENT**

**Notice Inviting Bids for Providing Services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department**

**Tender Notice No –**

Department of Urban Development & Housing Department, Government of Bihar invites bids for providing services as professional communication agency for a period of 2 Year (730 Days) which can be extended for 1 more year ( 365 Days), if required, from Professional Communications Agencies, who can undertake Development and Provisioning of Information, Education and Communication (IEC) activities including Communications, Advertising, Promotions, Public Relations and the other activities relating to various schemes and programme being implemented by the Urban Development & Housing Department, Government of Bihar under Swachh Bharat Mission (SBM), Urban.

The detailed bid document contains the application format, scope of work, qualifying criteria, selection criteria etc, which may be seen from Notice section of Urban Development and Housing Department website [www.urban.bih.nic.in](http://www.urban.bih.nic.in).

Bid should be submitted by interested parties/agencies to the Department of Urban and Housing, 1st Floor, Vikash Bhawan, Bailey Road, Patna - 800001 on or before **29/09/2016** up to **1500** Hrs. Technical proposal shall be opened on **29/09/2016** at **1600** Hrs. The venue, date & time of opening financial/commercial proposal will be informed to the bidders, who qualify in the technical evaluation.

Sd/-

Urban Development & Housing Department  
Government of Bihar

**GOVERNMENT OF BIHAR**  
**DEPARTMENT OF URBAN DEVELOPMENT**  
**&**  
**HOUSING DEPARTMENT**

**Notice Inviting Bids for Providing Services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department**

**Tender Notice No – 03/SBM-01-14/2016 - 1852**

**Date: 30-08-2016**

Urban Development and Housing Department provides basic services to urban areas in entire state. In order to effectively implement the schemes under Swachh Bharat Mission (SBM), there is a need to create awareness regarding the details of scheme among the citizen. A key strategy under SBM (Urban) is behavior change communication to ensure that sanitation as an issue is mainstreamed with the general public at large and should cover issues of open defecation, prevention of manual scavenging, hygiene and sanitation practices, solid waste management, proper use and maintenance of toilet facilities (household, community or otherwise), etc., and its related health and environmental consequences. There is also need to publicize and spread information regarding the achievements made so as to mobilize and motivate the stakeholders involved in implementing the schemes. There is also a need to utilise various audio-visual media in propagating such information and also to formulate the IEC strategy, which plays an important role in successful execution of various schemes and programmes.

In light of the above, Department of Urban Development & Housing Department, Government of Bihar invites Bid for Providing Services as professional Communication Agency for a period of 2 Year (730 Days) which can be extended for 1 more year ( 365 Days); if required, from Professional Communications Agencies (referred to as the Agency hereinafter) for development & provisioning of Information, Education and Communication



(IEC) activities comprising of Print Campaign, Electronic Campaign, Online Campaign, Educational Campaign & Digital Display Campaign relating to various schemes and programme being implemented by the Urban Development & Housing Department, Government of Bihar under SBM(Urban).

## **1.0 Purpose**


- 1.1 The purpose of appointing Advertising/Marketing/PR companies is to arrange/ carrying out/mobilize various IEC activities relating to SBM(Urban) to set a bench mark in smooth functioning of the scheme in Bihar for maximum outreach of projects at grassroots level.
- 1.2 To be able to carry out these activities in successful manner, the department is keen on engaging only those agencies/groups who have ample experience in IEC activities for various govt. projects.
- 1.3 The purpose of IEC activities as per requirement of Urban Development & Housing Department are as follows but not limited to
  - 1.3.1 Creative knowledge, skills, awareness and positive behaviour and attitudinal change amongst the citizen/beneficiaries
  - 1.3.2 Formulate outreach programmes /media for facilitating direct contact with key stakeholders for enhancing awareness on various sectors or themes of department
  - 1.3.3 Project outreach at local level and grass root level.

## **2.0 Tender Procedure**

- 2.1 The Bidders should submit the proposals in two parts:
  - (a) Technical Bid
  - (b) Financial Bid
- 2.2 Technical part should contain all such details as mentioned in the Bid Document.

- 2.3 Financial part should contain the financial bid inclusive of all admissible taxes, duties and levies, etc. The details of the financial bid should also be included for better appreciation of the bid.
- 2.4 These two parts should be submitted in separate sealed and super scribed envelop.
- 2.5 Both the envelopes should then be sealed in a third envelop marked as: **"Notice Inviting Bids for Providing Services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department"**. The firm should also super scribe on the top of the envelope the name of the firm, tender notice number, date of opening and details of earnest money deposited.
- 2.6 A complete set of Bid Document may be purchased by interested eligible Bidders on the submission of a written application to Nodal Officer, SBM, Urban Development & Housing Department, Government of Bihar, upon payment of a non-refundable fee of Rs. 5000/- (Rupees five thousand only) in the form of Demand Draft in favour of "Director B.U.D.A", payable at Patna.
- 2.7 The Bid Document may be purchased personally during office hours on all working days from **09/09/2016** to **29/09/2016**. It may also be downloaded from **www.urban.bih.nic.in** in which case, the fee in the form of demand draft should be enclosed with the bid document at the time of submission.
- 2.8 The last date for submission of bid is **29/09/2016** up to **1500 Hrs.**
- 2.9 A pre-bid conference will be held on **07/09/2016** at **1100 hrs.** in Department of Urban Development and Housing Department, 1st Floor, Vikash Bhawan, Bailey Road, Patna - 800001
- 2.10 All tenders should be addressed to the Nodal Officer/SBM, Urban Development & Housing Department, Government of Bihar and sent to the following address:

**Urban Development and Housing Department, Govt. of Bihar,  
1st Floor, Vikash Bhawan, Bailey Road, Patna - 800001**

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- 2.11 The technical bid shall be opened on **29/09/2016** at **1600 hrs.** before the duly constituted committee: The bidder or his authorized representative may remain present during the opening of such bid.
- 2.12 Tender can be submitted by hand or by post. If the tender is sent by post, the department will not be responsible for delay in postal transit.
- 2.13 On the date of opening, only Part-I (Technical Bid) will be opened. Part-II (Financial Bid) shall be opened subsequently only of those tenders, whose Technical Bid qualifies as per the laid down norms of this tender.
- 2.14 Tenders received after due date and time will be summarily rejected.

### **3. SCOPE OF WORK :-**

The scope of work for the agency shall be as following:

- 3.1 The activity would be divided into the following important segments viz.
1. Print Campaign: Banners/Posters/Pamphlets/Stickers/Billboards/diaries/ Calendars duly approved by the Department from time to time.
  2. Electronic Campaign: Documentary films / Jingles in Hindi, English and/or other regional languages as may be approved by the Department from time to time.
  3. Online Campaign: Social Media Creation as per the advice of the Department.
  4. Educational Campaign: Organizing Essay/ Painting/ Quiz Competition/ Nukkad Natak in different Urban Local Body cities/towns.
  5. Digital Display Campaign: Electronic Hoarding displaying Salient features of SBM activities.
  6. Hoarding Display Campaign: Providing & Fixing Eco Friendly Media material Hoarding, displaying Salient features of SBM activities.
- 3.2 Agency finally selected will be required to carry out campaign in a professional manner within time bound parameters.
- 3.3 The design/concept developed by the agency & approved by the Urban Development & Housing Department shall be the sole property of the Department and, as such, the concerned agency shall not have any right

to use the same anywhere else. Further, the same can be released directly in media by the Department at any time, at its sole discretion.

3.4 The performance of agency shall be reviewed periodically and in case of dissatisfactory performance, the contract is liable to be terminated.

3.5 The scope of work described above is general but is not exhaustive i.e. does not mention the entire incidental services required to be carried out for complete execution of the work. The services shall be provided all in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred therefrom. There may be several incidental services & assignments, which are not mentioned herein fully but will be necessary to complete the work in all respects.

**4. Minimum Eligibility Criteria :-**

Communications Agencies meeting the following minimum qualifying criteria are eligible to apply. Agencies, which do not meet the following qualifying criteria will be summarily rejected at the first stage. Relevant Certificates/Documents in support of fulfillment of eligibility criteria must be submitted otherwise proposals will not be considered & will be summarily rejected without any back reference/correspondence.



Sr.no	Eligibility Criteria	Supporting Document Required
1	The bidder must be registered with Commercial Tax Department for a minimum period of the last 3 (three) years. The firm must have its office in Patna, Bihar / or must commit to establish an office in Patna within two week from the date of issue of letter of acceptance. Consortium and Joint venture is allowed. In such cases, only one of the partners is expected to fulfill aforesaid condition. Advertising agencies/Media Houses, Groups, NGOs may associate with other firms in the form of a joint venture /consortium to enhance their qualifications. In case of a consortium, the lead agency must be clearly indicated and will be responsible for the quality and timely delivery of all outputs produced by the consortium under this assignment.	<ol style="list-style-type: none"> <li>1. Copy of Commercial Tax Registration Certificate in the context of the concerned eligibility criteria .</li> <li>2. Authentic address proof in case of existing office / self declaration by the authorized signatory in case the agency do not have an office in Patna promising that the office will be established within two weeks time from the date of issue of letter of acceptance.</li> <li>3. In case of a joint venture /consortium, the relevant paper of the same.</li> </ol>
2	The agency should have annual turnover from activities/services related to Printing, Electronic media, online campaigning, educational campaigning, digital campaigning and Event Management Services of at least Rs. 1 Crore in each of the last three financial years 2013-14 , 2014-15 & 2015-16.	Attested copy of Chartered Accountant's Certificate / copies of Audited Balance Sheet and IT Return Statement for last 3 financial years.
3	The Agency should have been in the regular operation / business of activities/services related to Printing/ Electronic media /online campaigning / educational campaigning / digital campaigning / Event Management Services for at least 3 years from the date of opening of the tender .	Proofs like work orders/ vouchers that mentions the name of government body, multi lateral / bi-lateral organizations or private company to which the service is rendered.
5	The bidding agency should not have been Blacklisted / debarred by any Central /State Government / Public Sector Undertaking.	Attested written declaration to this effect by the authorized signatory.
6	The bidding agency should have never been indicted by any court of law or any regulatory body or any State/ Central Government agencies.	Attested written declaration to this effect by the authorized signatory.



## 5. EARNEST MONEY DEPOSIT (EMD)

- 5.1 Tender must be accompanied with an earnest money of Rs. 25,000/- (Rupees Twenty Five Thousand Only), failing which the tender will be summarily rejected and Technical Bid will not be opened.
- 5.2 The Earnest Money should be deposited by way of account payee bank draft/NSC in favour of "Director B.U.D.A" on any Bank payable at Patna.
- 5.3 Cheque/Bank Guarantee/fixed deposit receipt money orders etc. are not acceptable towards EMD.
- 5.4 In no case EMD will be accepted after opening of tender.
- 5.5 Details of EMD i.e. Draft Number/NSC and date should be indicated on the cover of the envelope otherwise the tender will not be opened and returned to the bidder.



## **6. GUIDELINES FOR SUBMISSION**

- 6.1 Interested firms with requisite experience, may submit required documents in two packets (Technical & Financial Bids) as detailed below: -
- 6.2 Packet – 1 (Technical Bid)
- i) Profile & Track Record of the company
  - ii) Balance Sheet for last 3 financial years.
  - iii) Photo copy of PAN No. issued by Income – Tax Department.
  - iv) Photo copy of CST/VAT Registration.
  - v) Earnest Money Deposit (EMD) in the Form of Demand Draft from any Scheduled Bank/NSC as per the amount mentioned in paragraph 5, drawn in favour of the "Director B.U.D.A."
  - v) Receipt of Tender Document Fee of Rs. 5000/-
- 6.3 The detailed technical bid should be put in an envelope sealed and super scribed as **"Technical Bid for Providing Services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department"** and the envelope should carry the due date for submission along with the name, address, telephone number, e-mail address of the agency.

## **7. PACKET – 2 (FINANCIAL BID)**

- 7.1 The rates against each item should be distinctly quoted in figures as well as in words in the prescribed format attached. The cost quoted should be inclusive of all taxes (CST, VAT, etc.) The detailed breakup of the figure quoted should be attached for better appreciation and understanding.
- 7.2 The detailed financial cost should be put in an envelope sealed and super scribed as **"Financial Bid for Providing Services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department"** and the envelope should carry the due date for submission along with the

name, address, telephone number, e-mail address of the agency.

7.3 The covers containing both the technical and financial bids (sealed) should be put in a big cover, sealed and super scribed as **“Notice Inviting Bids for Providing Services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department”**. The big cover should be addressed to the Nodal Officer, Urban Development & Housing Department, Government of Bihar, Patna and should be submitted on or before **29/09/2016** upto **1500 Hrs.**

7.4 The firm should also superscribe on the top of the envelope the name of the firm, tender notice number, name of the tender, date of opening and details of earnest money deposited.

**8. SELECTION PROCESS**

8.1 A nominated Committee will evaluate the technical bids received. Technical assessment will be based on minimum eligibility criteria as mentioned under paragraph 4.

8.2 All the firms qualifying in technical assessment will be selected and the financial packet of these firms only will be opened.

8.3 The financial bid (L-1) with the lowest cost against each item will determine the outcome, and the task for Providing Services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department will be awarded to the respective lowest bidder against each item. Evaluation criteria will be item wise. The accepted rate will be fixed for complete duration of contract without applicability of any price variation clause.

**9. TIME LINE & SECURITY DEPOSIT**

After selection of the agency, the agency will be issued a Letter of Acceptance/Work Order. On accepting the work order, the Agency will have to deposit Performance Security Deposit for an amount of Rs. 1,25,000/- ( Rupees One lakh & twenty five thousand only) within a period of 15 days from the date of issue of LOA. Security Deposit may be submitted in the form of Bank Guarantee also with validity of 3 years from the date of issue or the same may be deposited by way of NSC/account payee bank draft in favour of "Director B.U.D.,A" on any Bank payable at Patna. Thereafter, the agency will immediately start providing services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department.

**10. PAYMENT MECHANISIM**

The agency shall raise the bill after receipt and acceptance of material against each lot of supplied order/completion of allotted activity. The same shall be paid by the Department within 30 days from the date of receipt.

**11. VALIDITY PERIOD**

Tenderers should specify the validity period of their offer, which should be for a period of minimum 120 days from the date of opening of tender.

## 12. OTHER IMPORTANT INFORMATION

- 12.1 The agency will set up a local office in Patna for better coordination and achieving expected results.
- 12.2 Urban Development & Housing Department, Govt. of Bihar is not bound to assign any reason for non-acceptance of any tender & also reserves its right to accept the tender either in full or in part. Conditional Bids will be summarily rejected without any back reference or correspondence.
- 12.3 Urban Development & Housing Department, Govt. of Bihar reserves the right to summarily reject an offer received from any agency on national security considerations, without any intimation to the bidder.
- 12.4 Urban Development & Housing Department, Govt. of Bihar reserves the right to place an order for the full or part quantities under any items of work indicated above.
- 12.5 Urban Development & Housing Department, Govt. of Bihar reserves the right to seek any supporting information to facilitate appropriate decision making as per the requirement under the circumstances.
- 12.6 In case the successful tenderer is found in-breach of any terms and conditions at any stage, legal action as per rules/laws shall be initiated against the agency concerned regarding forfeiture of the earnest money or Performance Security deposits and debarring the agency also by black listing for future dealing.
- 12.7 The supply shall be inspected or tested by the end consignee of department and if found to be failed to conform to the specifications, the Department may reject them straightway without assigning any reason or a penalty including forfeiture of Performance Security shall be imposed.



### **13. PENALTY CLAUSE**

13.1 If the selected Agency does not carry out all of its responsibilities in a time bound and professional manner to the satisfaction of the Urban Development & Housing Department, Bihar, then the Department may invoke any or both of the following penalties :

- i. Forfeit the Security Deposit,
- ii Terminate the work order without giving 3 months notice.

13.2 Any delay in execution of various works in a professional manner within the decided time frame/delivery period would invite a penalty of Rs. 1000/- (Rupees One Thousand only) per day by way of deduction from the payable amount against the bill subject to a maximum deduction of 10% of the contract Value. Once the maximum is reached, Department may consider termination of the contract and will forfeit the security amount.

### **14. CANCELLATION OF ORDER**

The authority issuing the order reserves the right to cancel whole or part of the work orders issued under certain emergent conditions or any compelling circumstances.

### **15. TERMINATION BY DEFAULT**

Urban Development & Housing Department, Govt. of Bihar reserves the right to terminate the contract of the selected agency in case of changes in the Government procedures or unsatisfactory services.

### **16. FORCE MAJEURE**

16.1 Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country.

16.2. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.

**17. ARBITRATION**

Venue of arbitration will be Patna and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

**18. JURISDICTION OF COURT**

The Civil Court, Patna shall alone have an exclusive jurisdiction to decide any difference, dispute and claim for and against Urban Development & Housing Department, Govt. of Bihar / BIDDER arising out in respect of the said NIT. Urban Development & Housing Department, Govt. of Bihar reserves the right to accept or reject any or all tenders without assigning any reason.



**FORM - T 1**

1. Name of Firm :
2. Nature of the Firm  
(Proprietorship/Partnership/Pvt. Ltd.  
Company/Any other firm/Consortium):
3. Address with telephone no., fax no. &  
e-mail id
4. Details of registration:
5. Status of financial position  
(Certificates from concerned Banks :  
should be enclosed)  
ii. Are you Income Tax/Sales Tax/  
Vat payee, if so, Clearance  
Certificate of I.T. & S.T. Regn. may  
be furnished.
7. Income Tax Permanent A/c. No. :
8. Sales Tax/VAT No. :
9. Phone/Mobile No. :

I do hereby enclose the Bank Draft/Pay Order as Earnest Money for Rs.  
.....(Rupees.....) only vide Bank Draft/Pay  
Order No.....dated ..... drawn on ----- Bank endorsed  
in favour of "Director B.U.D.A."

I also hereby enclose the "Technical Bid", other relevant details  
and documents to support my work details given above. Documents  
related to the rates in the form of "Financial Bid" are in separate  
sealed covers.

I do hereby declare that the above particulars furnished by me are true to  
my knowledge and belief. I do hereby undertake to abide by all terms  
and conditions of Tender. I enclose the following documents and  
certificates:

- i. Copy of PAN Card & Latest I.T. Return
- ii. Copy of VAT Registration Certificate
- iii. Certificate of Bank regarding status of financial position.



iv. Others (Please specify)

Terms and conditions duly accepted and signed are also enclosed.

Dated: \_\_\_\_\_

(Signature of the Tenderer with designation and Official Seal)

A handwritten signature in black ink, appearing to be 'R. S. S.', written over a horizontal line.

**FORM T-2**

**Details of all past experience of the agency in relevant field**

**(Please attach relevant supporting documents)**

SI No	Work Name	Nature of Field	Order Placing Agency	Place	Date of Order
		Print Campaign/ Electronic Campaign/ Online Campaign Educational Campaign/ Digital Display Campaign/ Hoarding Display Campaign			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

**FORM - T 3**  
**AFFIDAVIT**

I, \_\_\_\_\_ s/o \_\_\_\_\_

Director/Proprietor of M/s..... having its Registered Office at ..... do hereby solemnly affirm and declare as follows:

1. That I have been authorised to execute this affidavit on behalf of this Company/Firm/Consortium by the Board of Directors vide its Resolution passed on .....
2. That the Urban Development & Housing Department, Govt. of Bihar vide Advertisement published in..... had invited offers for providing services as Professional Communication Agency for Development and Provisioning of Information, Education and Communication (IEC) activities for Urban Development & Housing Department.
3. That in response to the said Advertisement as stated in paragraph (2) above, our firm has submitted its Technical & Financial proposals to Urban Development & Housing Department, Govt. of Bihar on .....
4. That Technical proposal of our firm M/s..... containing necessary information and particulars furnished as per given proforma, detailing therein:
  - a) Firm's general experience and achievements in the field.
  - b) The Qualification and Competency of the firm for the Assignment.
5. That the statements made in paragraphs 1 to 4 of the foregoing Affidavit as above are true to my knowledge and belief and if anything is found contrary, I stand liable to be prosecuted under appropriate Act/Laws in force.

Solemnly affirmed by the said  
..... at ..... on  
this the .....day of .....2016.

Deponent:  
Identified by me:

