



Expression of Interest

Bihar Industrial Area Development Authority (BIADA) intends to empanel an agency for their Advertising, PR, Events and Liaison Works. The eligibility criteria and detailed RFP is available on <http://www.biadabihar.in>. Interested agencies are requested to send their expression of interest by 18.07.2017 till 05:00 pm in given format.

Executive Director

BIHAR INDUSTRIAL AREA DEVELOPMENT AUTHORITY

1ST FLOOR, UDYOG BHAWAN, EAST GANDHI MAIDAN, PATNA-4

Website: www.biadabihar.in; Email: md.biada-bih@gov.in

Ph:- 0612-2675002/ 2675998/ 2675991/ Fax-0612-2675889



Bihar Industrial Area Development Authority

1st Floor, Udyog Bhawan, East Gandhi Maidan, Patna-800004

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TENDER DOCUMENT

EOI for Empanelment of PR Agency (Print & Mass Media)

Bihar Industrial Area Development Authority (BIADA) invites expression of Interest (EOI) from reputed advertising companies /agencies (INS accredited) with at least 10year's experience with a proven track record with medium and large business houses on major national / international campaigns, especially for niche products in the Industry and area development for complete seamless 360 solutions through well thought about strategy, innovative creative, astute media planning, cost effective media buying across all media.

EMD :- Rs. 25,000/- (Twenty Five Thousand) By DD – Refundable.

Note :- DD drawn on Nationalized bank in favour of BIADA. EOI should be submitted by interested agency to the BIADA, Patna on or before 18/07/2017 up to 5.00 p.m. The detail terms of EOI may be downloaded from our website <http://www.biadabihar.in>.

Empanelment of INS accredited advertising Agencies for Bihar Industrial Area Development Authority (BIADA)

PRE –QUALIFICATION APPLICATION FORM

Sub – Tender for “Empanelment of Advertising Agencies print and mass media” for Bihar Industrial Area Development Authority (BIADA) (Year 2017- 2020).

Note – The relevant information sought in proforma below may be mentioned in short against the points here only. Detailed documents / certificates etc may be enclosed and flagged.

1. Name & Address of the Firm Tel / Fax / email details.
2. Date of establishment (enclose evidence)
3. Branches (enclose details with address & telephone no.)
4. Is the firm a proprietorship, partnership or registered under the Companies Act. Please give details & enclose certificate.
5. Accreditation detail of INS, (enclosed certificate)
6. Accreditation / Registration detail of DAVP, Registrar of newspapers Doordarshan & AIR. (enclosed certificate)
7. Details of Income Tax Registration. Enclose IT Clearance / PAN details. (I.T. written last three financial years)

8. Service Tax / GST Registration details & enclose copy of latest service tax clearance certificate.
9. Professional set up (complete emails of machinery, staff, editorial staff, designers, creative, computers lab & others) Enclose list with self attested.
10. List of present clients & sample of recently done (list no. of present clients here) works enclose copies.
11. Experience in the promotion of Industrial Destinations and area development along with samples (enclose copies)
12. Details of turnover during last 3 years. Balance mention last year's turnover in crores here. Balance Sheet, Profit & Loss accounts duly verified by C.A. enclosed attested copies.
13. Other information related this tender.

This is to certify that I have understood the provisions of tender documents and all the information given by me in tender document are true to the best of my knowledge.

The Agency's services shall be broadly classified as under (scope of work)

- a. Providing a creative vision for a period of one year, which will align with and take Bihar Industrial and area development into the future in both Domestic and International markets.
- b. Formulating and implementing a creative strategy for the international and domestic markets for three years 2017 - 20. The creative strategy of the would subsequently align with the Media strategy of the Bihar Industrial Area Development Authority (BIADA).
- c. Designing and production of creatives for the print, online, outdoor and other media during the three years period 2017-20 as detailed below, on themes/ subjects to be decided in consultation with the Maharashtra Industrial Development. The print creatives would at times, be required to be provided at very short notice.
- d. Similarly production of online creatives in rich text media is part of the scope of the agency. No separate payment for it.
- e. Adaptation / Replication of creatives produced for the print, television, outdoor, online, other media for use, as per the requirement of publications, channels, outdoor sites, websites & portals etc.
- f. Translation of the international print/ outdoor/online creatives, into Indian languages as well as foreign language as required.
- g. Providing feedback on best practices in industry marketing and promotion in countries across the world.
- h. Preparing and maintaining an inventory of images and creatives of the Bihar Industrial Area Development Authority (BIADA)
- i. Production of publicity and promotional material on a regular basis including brochures, leaflets, maps, posters, carry bags, if requires calendars etc.
- j. Any other creative work that may be assigned by the Bihar Industrial Area Development Authority (BIADA) from time to time.
- k. Providing monthly strategic inputs for the creative campaigns of the Bihar Industrialisation and area development in the international and domestic markets.
- l. Marketing and advertising proposals.
- m. Creative and media proposals based on a set of agreed objectives.
- n. Production of advertising material and promotional material.
- o. Buying of time and space in all media of advertising i.e. print and mass media (T.V. etc)
- p. Promotional VCDS, DVD CD- Rom, advertising related work.
- q. Any other Industrial marketing & promotion related services on mutually agreed terms.
- r. Event management support for organisation various events/festivals and support in attending various exhibition and trade fairs, Press Note and support in promoting BIADA & Govt. of Bihar.
- s. Support for PR activities in India, any other work related to media campaign etc.
- t. Liaisoning with various departments

Pre qualification criteria:

- a) The applicant agencies should have full accreditation of Indian Newspaper Society INS, besides accreditation / registration in directorate of advertising & visual publicity (DAVP) Registrar of Newspapers of India, Doordarshan & AIR is also desirable.
- b) The applicant agencies should have a minimum work experience of ten years in the advertising field and an annual turnover of at least Rs. 25 crores in last financial year in advertising.
- c) The agency must necessarily have current and past experience of handling industrial promotion work.
- d) The agency should have adequate experience creating creatives and handling domestic and international print and mass media including T.V. other publication medium etc.
- e) The agency should be able to demonstrate job samples, and should be fully equipped with computers and necessary software, men & material for designing of advertisements. Those having most modern automated office for the latest graphic and other kinds of designing and availability of all kinds of communication facilities like fax, website, mobile telephone and e-mail etc. shall be preferred.
- f) The agency should be in position to provide Bihar Industrialisation and area development with concepts and designs for miscellaneous jobs e.g. creative designs, print, material, digital photography, video shoot etc.
- g) The agency should have the capacity to arrange / provide international quality photographs on Bihar as well as India.
- h) Preference shall be given to such agencies, which have an offices in Pan India presence particularly Patna, Mumbai, Delhi, Chennai, Bengaluru, Kolkata etc. Agency must have handled Central Govt./ State Govt. or PSU projects in similar field.
- i) Full fledged PR Agency.

Procedure for Selection:-

- 1) All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected forthwith or at any stage of detection.
- 2) BIADA will finalize agencies on basis the infrastructure and team assessment. This assessment will be done by the BIADA management team. Decision taken will be at the sole discretion of BIADA
- 3) Shortlisted agencies shall be requested to make a presentation on some of their recent creative done by their team, for media, and their creative strategy for promotion of preferable investment destination in Bihar for domestic and international market. Criteria for evaluation of creative presentations (to be filled by the department after the presentations of prequalified agencies)

Sr. No	Name of the prequalified agency	Criteria	List of present clients account handled for meeting	Any campaign creative at National level	Approach	Strategic thinking	Understanding and presentation Bihar Industrialisation and area development	Industrial promotion related experience	Total marks
		marks	15	15	15	20	20	15	100

GENERAL CONDITIONS OF TENDER & CONTRACT FOR EMPANELMENT OF ADVERTISING AGENCIES (2017-2020)

Note: Tenderers should read these conditions carefully and comply strictly while submitting their tenders.

1. Empanelment of advertising agencies shall be done based on criteria enumerated in the tender and terms and conditions stated as below. Rate for various jobs shall be called as and when required which shall be on turn key basis including all expenses on event. The empanelment will be initially for three year and will be extended on basis of evaluation of work.
2. Tenders must be submitted in properly sealed envelope according to the directions given in the tender notice.
3. I) Any change in the constitution of the firm, etc shall be notified forth with by the contractor / firm in writing to the purchase officer /department and such change shall not relieve any former member of the firm, etc. from any liability under the contract.
II) No new partner / partners shall be accepted in the firm by the firm in respect of the contract unless he / they agreed to abide by all its terms, conditions and deposit with the purchase officer / department with a written agreement of this effect. The contractor / firms receipt for acknowledgment or that of any partners subsequently accepted as above shall bind all of them and shall be sufficient discharge for any of the purpose of the contract.
4. Sales tax / GST Registration and clearance certificate: No dealer who is not registered under the sales tax / GST act prevalent in the state, if applicable where his business is located shall tender. The sales tax / GST registration no. should be quoted and a sales tax clearance certificate from the commercial taxes officer of the circle concerned shall be submitted without which the tender is liable to rejection.
5. Copies of service tax / GST registration & latest clearance certificate should be enclosed.
6. Tender form shall be filled in ink or typed. No tender filled in pencil shall be considered. The tenderer shall sign the tender form at each page and at the end in token of acceptance of all the terms & conditions of the tender.
7. Validity: Empanelment shall be valid for a period of three years from the date of work order.
8. The contractor/ firm shall not assign or sub-let his contract or any substantial part thereof to any other agency.
9. Direct or indirect canvassing on the part of the tenderer or his representative will be a disqualification.
10. In case of delay in services / supplies, liquidated damages will be charged @ 5% on the cost of the work.
11. Earnest Money:-
 - a) Tender shall be accompanied by an earnest money Rs. 25,000/- (Rs. Twenty Five Thousand) without which tender will not be considered. The amount should paid by DD drawn on Nationalized Bank in favour of BIADA, Payable at Patna.
 - b) Refund of earnest money: The earnest money of unsuccessful tenderer shall be refunded soon after final acceptance of tender.
 - c) No interest shall be payable on earnest money deposited with the department.

12. Agreement and security deposit:

Successful tenderer shall have to execute an agreement as specified within 10 days from the date of dispatch of acceptance letter of the tender and have to deposit security money equal to 10% of the estimated value of the work order as and when any work order is placed before issue.

- 1) Forfeiture of security deposit: security amount / in full or part may be forfeited in the following cases.
 - a) When any term and condition of the contract is breached.
 - b) When the tenderer fails to make complete supply satisfactorily.
 - c) Notice of reasonable time will be given in case of forfeiture of security deposit. The decision of head of department shall be final.
- 2) The expenses of completing and stamping the agreement shall be paid by the tenderer and the department shall be furnished free of charge with one executed stamped counter part of the agreement.

13. If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred to by the parties to sole arbitrator and whose decision shall be final.

14. All legal proceedings, if necessary arise to institute by any of the parties (Government of Contractor / firm) shall have to be lodged in courts situated in Patna city and no elsewhere.

I/we have carefully gone through / understood all above terms & conditions and I/we shall be binding to the above terms and conditions.

DECLARATION BY TENDERERS

I/we declare that I am / we the information provided by us is true and correct. If this declaration is found to be incorrect then with prejudice to any other that may be taken, my / our security may be forfeited in full and the tender to any extent accepted may be cancelled.

- For further queries you may contact Sri Sanjeet Kumar, Media In charge, BIADA, Mobile No. +91 7870044432.

**Executive Director
BIADA, Patna.**