

**File No.1/6/08-A & P(DoNER)
Government of India
Ministry of Development of North Eastern Region**

**Vigyan Bhawan Annexe, Maulana Azad Road,
New Delhi – 110 001.
Dated the 17th July 2008**

Tender Notice

To

**All Empanelled Agencies for Media campaign of the Ministry of
Development of North Eastern Region (DoNER) as per list attached.**

Subject: Production of Creatives for Media Campaign 2008-09.

The **Ministry of Development of North Eastern Region (DoNER)** proposes to launch its Media Campaigns in the domestic Market during the current financial year 2008-09. The campaign activities will be undertaken in the Print and Electronic Media. The Campaigns proposed to be launched during 2008-09 are listed below:-

Sr. No.	Theme	Media
1.	Natural beauty of the NER	Print and TV.
2.	NER as Tourist destination	Print and TV.
3.	Investment opportunities of the NER	Print and TV.
4.	Cultural uniqueness of NER	Print and TV.
5.	M/DoNER's activities	Print and TV

The Campaigns **will be released through DAVP as per standing instructions.**

The Ministry of DoNER invites proposals for production of Print creatives, TV Commercials and Radio Spots/ Jingles in respect of the above mentioned campaign.

2. Scope of Work

- Design and production of Print Creatives for the above said campaigns with body copy in English and Hindi.
- Production of TV commercials of 30 sec/60 sec for the above said campaigns with voice over / super in English and Hindi. Production of Radio/Spots Jingles of 60 Sec for the above said campaign with voice over in English and Hindi.

- Supply of **two sets of master Betas and DVDs** for each print creative and TVC as per format listed below:

Print Creatives - In open & close files and Jpeg format.

TV Commercials - In Master Beta, Digi Beta, DVD & VCD

- Supply of two sets of Master (DAT), broad cast copies (Spool/ DAT/CD as per the requirement of Radio Channels) for Radio Spot/ Jingles

3. In addition to the above mentioned items of the Media Campaign, the empanelled units may indicate their expression of interest on the following as part of the package:

- i. provide comprehensive stories on North Eastern Region, proposed to be included as sponsored features in magazines like India Today, Outlook, The Week, In-flight Magazines of Air India, King Fisher Airlines and Jet Airways;
- ii. arrange panel discussions featuring dignitaries on issues relating to North Eastern Region; and
- iii. creation of a brand name/Logo for the Ministry of DoNER.

4. Guidelines for submission of proposals:

The bids should be submitted as per 2 bid system with Technical and Financial bids, separately. The proposal should contain the following in respect of each theme:

a) Packet - 1 : (To be superscribed “Technical packet” for (name of the campaign)).

- A Minimum of 4 Print Creatives for each of the themes (overleaf of each creative should bear agency’s name and the theme).
- Story board for TV Commercials. A brief on creative strategy to be given.
- A minimum of 10 Radio Spots/ Jingles. Scripts of the Jingles to be given.

b) Packet – 2 : (To be superscribed “Financial packet” for (name of the campaign)).

- Detailed break up of cost in respect of production of creatives for each of the said themes. Net cost and Agency commission for each item gross. Taxes will be paid as per actual and the same is not required to be indicated. A separate sealed financial packet for each of the campaign should be submitted.

Both the packets for each of the campaign should be sealed and the name of the agency, address and telephone number should be

printed on each packet. Both the sealed packet for all four themes should be put in a big cover superscribed **“Technical & Financial Packets for... (name of the campaigns, tender no. and due date for submission). Bottom Left corner of the big cover should carry full name, address, telephone nos. etc. of the tenderers.** The big cover containing sealed packet 1 & 2 for each of the campaign should be sealed and addressed to the Dy. Secretary (Media) Ministry of DoNER, Government of India, New Delhi – 110 011 and submitted within 21 days of issue of this Notice.

5. Selection Process:

A nominated Committee will evaluate the technical bids received. Technical evaluation will be on an aggregate of 70% Marks. Technical assessment will be based on creative ideas, design layout of print creatives, treatment of theme/subject and storyboard for TVC. On the basis of technical assessment, two agencies will be short listed and the financial packet of the two short listed agencies only will be opened. Financial evaluation will carry a weightage of 30% marks.

The aggregate of marks, after adding the scores from the technical and financial evaluation will determine the outcome and the contract for production of creatives will be awarded to the agency which gets the highest aggregate mark.

6. Terms of Contract:

- Agency will be paid DAVP approved rates for production of print /TV creatives wherever applicable and available and in cases where it is not available, approved rate by the Ministry will be paid.
- No advance payments shall be considered.
- Payment will be by way of cheque/ECS mode within 90 days from the date of submission of bills
- Pre-receipted bills in triplicate to be submitted for settlement.
- Bills of third party wherever involved should be submitted.
- Tax components as applicable shall be paid on actuals by the Agency selected

7. Other important conditions:

- a) The ownership of the Creatives will at all times vest with the Ministry of DoNER, Govt. of India and the agency will have no proprietary or other rights in respect of the same.
- b) In case the production of print creatives involves fresh photo shoot, the selected agency will handover the entire stock of photos taken during photo shoot.
- c) The selected agency will ensure that the language translations are done through reputed/professional agencies and it will be responsible for the authenticity of language translation.

- d) The selected agency will be responsible for any copy right issues / plagiarism resorted to by the agency. The Ministry of DoNER will not be a party to any dispute arising out of copyright violation / plagiarism by the agency.
- e) Period of validity of the Tender is 30 days from the closing date of the proposals.
- f) The selected agency will execute a Performance Guarantee for 5% of the total value of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form. The Performance Guarantee should remain valid for a period of 60 days beyond the period of the contract.
- g) The Ministry of DoNER is not bound to accept the lowest or any tender or to assign any reason for non-acceptance. The Ministry of DoNER reserves its right to accept the tender either in full or in part. Conditional Bids will be rejected outright.
- h) The Ministry of DoNER reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.
- i) The Ministry of DoNER reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- j) The Ministry of DoNER reserves its right not to accept bids from agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.
- k) The selected agency will execute an agreement with the Ministry on stamp paper as per procedure.
- l) Payment of approved rates will be made only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted.
- m) The agency shall maintain strict confidentiality in Ministry of DoNER jobs. If any publicity job as assigned by the Ministry of DoNER for its subordinate/attached offices/autonomous organizations on approved rates, the agency has to undertake the same without any reservations.

8. Penalty Clause :

Any delay from the stipulated schedule would invite a penalty of Rs. 1000/- per day in respect of each of the items of work as enumerated in the Scope of Work indicated above. After issue of the contract the Performance Guarantee will be forfeited in case of undue delays in performance by the agency.

9. Termination by Default :

The Ministry of DoNER reserves its right to terminate the contract of any agency / agencies in case of change in the Government procedures or unsatisfactory services.

10. Force Majeure :

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. 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.

11. Arbitration :

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

12. Jurisdiction :

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

13. Termination by default:

The Ministry of DoNER reserves right to terminate the contract of any agency/agencies in case of change in the Government procedures. In case of unsatisfactory services rendered, Ministry of DoNER would terminate the contract, after giving the awardee an opportunity to put forth its views. However the decision of the Ministry is final and binding upon the awardee. In case the selected agency desires to terminate the contract, a notice of 90 days is required during which they will be required to carry the work awarded to them. Failure to do so would be resulting in forfeiture of security deposit.

14. Procedure for mid term review of work

The Ministry will have the right to assess the performance of the Agency and may decide to continue or terminate the contract as per assessment made



(L.T.TLUANGA)
DEPUTY SECRETARY TO THE GOVERNMENT OF INDIA

Annexeure to Tender Notice No.1/6/08-A & P(DoNER) dated the 18th July 2008.

Sl. No.	Name & address of organization & address of Delhi Office
1.	Akar Advertising & Marketing Pvt. Ltd., A-269, Iind Floor, Defence Colony, New Delhi-110024. Tel.011-41551297 Fax 011-41555831
2.	Fountainhead Solutions Private Limited, I-848-B, First Floor, Palam Vihar, Gurgaon- 122017(Haryana) Tel.4075392/93, Tel Fax.4075391
3.	Genesis Media Pvt. Ltd., C-7, Ground Floor, Nizamuddin West, New Delhi-110013 Tel.24355120, Fax-24359598, Mobile No.9811075246
4.	N.S.Films, D-25, Amar Colony, 3rd Floor, Lajpat Nagar, New Delhi-110024, Fax: 41622508
5.	Pamm Advertising and Marketing, 302-304, Sethi Bhawan, 7 Rajendra Place, New Delhi-110008 Tel. 25759394, Fax 25769177
6.	Prakriti Media, 8/14, East Patel Nagar, Ground Floor, New Delhi-110008 Mob.9312072459, Tel No.25824424, Fax No.25824424
7.	Span Communications, B 174, East of Kailash, New Delhi-110065 Tel.26332700, Fax 26832345
8.	Standard Publicity Private Ltd., 54, Tayebullah Raod, Dighalipukhuri, Guwahati- 781001 Tele.Fax:0361-2549354
9.	Suyojan Films (India) Pvt. Ltd., I-1805, Chittaranjan Park, New Delhi-110019 Tel.41602365, Fax.41602377
10.	Vision Communications, 126, Gautam Nagar (OverSinghal Clinic), New Delhi-110049. Tele Fax 41345505, Mob.9810136027