



**India Trade Promotion Organisation**

**(A Govt. of India Enterprise)**

Tender No. ITPO/ASTANA/PUBLICITY/2017

Dated: .....

**India Trade Promotion Organisation (ITPO), Pragati Maidan, New Delhi on behalf of CMD, ITPO invites Global E-Tender from Specialized Agencies for “Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan), June 10 to Sept 10, 2017.**



India Trade Promotion Organisation (ITPO)

(A Government of India Enterprise)

Pragati Bhawan, Pragati Maidan, New Delhi-110 001

Tender No. ITPO/ASTANA/PUBLICITY/2017

Date :- 14.2.2017

Subject :ITPO invites E-Tender from Specialized Agencies for **“Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works”** for the Expo’2017, Astana (Kazakhstan), June 10 to Sept 10, 2017.

Cost of tender document	Rs.1575.00 or US\$ 100 including 5% D-VAT through demand/bank draft /RTGS/NEFT favouring India Trade Promotion Organisation payable at New Delhi.
Earnest money deposit	Rs.4.00 lakhs or US\$6000/- through demand/bank draft RTGS/NEFT favouring India Trade Promotion Organisation, payable at New Delhi.
Date of pre bid meeting	Feb 27, 2017
Last date for submission of bids	March 14, 2017
Opening of Technical bids	March 15, 2017

For downloading/details of tender, please visit our website: [www.indiatradefair.com](http://www.indiatradefair.com).

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## E-TENDER NOTICE

India Trade Promotion Organisation (ITPO), PragatiMaidan, New Delhi on behalf of CMD, ITPO invites E-Tender from Specialized Agencies for **“Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works”** for the Expo’2017, Astana (Kazakhstan), June 10 to Sept 10, 2017.

### 1. INTRODUCTION

- 1.1 India Trade Promotion Organization (ITPO) is the nodal agency of the Government of India (GOI) for promoting trade. To meet its objectives, ITPO organizes trade fairs, exhibitions and conventions in India and abroad including specialized trade fairs, India Shows, Buyer-Seller Meets, Market Surveys, etc. ITPO organises and participates in trade fairs and exhibitions at various locations throughout the world. ITPO is organising India Pavilion at Expo 2017, Astana. There are more than 5 million people anticipated to visit the expo and there is participation of more than 100 countries. The India Pavilion will get an opportunity to showcase the best in 'Future Energy' industries and companies as well as to showcase Indian ethnicity. During the course of the Expo, there will also be several India-specific activities organized to generate interests from different contingencies.
- 1.2 ITPO is inviting online bids through two-bid system i.e. Technical Bid and Financial Bid, from the interested companies/organizations for undertaking **Publicity & Allied services, PR activities, Event management & Logistic Work** for the Expo’2017, **Astana(Kazakhstan), June 10 to September 10, 2017 through e-bid.** . Manual bids shall not be accepted in any case whatsoever.
- 1.3 The tender documents are available on our website [www.indiatradefair.com](http://www.indiatradefair.com) (for reference only) and <https://eprocure.gov.in/eprocure/app> and the same can be downloaded as per the schedule given in CRITICAL DATE SHEET (Ref.1.7). However, the documents required such as two DDs towards Cost of Tender and Earnest money (in favour of India Trade Promotion Organisation, payable at New Delhi) should be deposited in Room No.207, Pragati Bhavan, Pragati Maidan, New Delhi before the close of time/date for submitting the e-tender. Tender cost and EMD can also be deposited at Embassy of India, Astana before opening of the tender.
- 1.4 Bidders are advised to follow the instructions provided in the ‘Instructions to the Contractors/Tenderers for the e-submission of the bids online through the Central Public Procurement Portal for e-Procurement at **<https://eprocure.gov.in/eprocure/app>**. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 1.5 Not more than one tender can be submitted by one contactor or contractors having business relationship. Under no circumstances, father and his son(s) or other close relations who have business relationship with one another (i.e. when one or more partner(s)/director(s) are common) be allowed to

tender for the same contract as separate competitors. A breach of this condition will render the tenders of both parties liable to rejection.

- 1.6 Bidders who have downloaded the tender from the ITPO's web site [www.indiatradefair.com](http://www.indiatradefair.com) and Central Public Procurement Portal (CPPP) website <https://eprocure.gov.in/eprocure/app>, shall not modify the tender form including downloaded price bid template in any manner. In case the same is found to be tampered/ modified in any manner, tender will be completely rejected and EMD would be forfeited and Bidder is liable to be banned from doing business with ITPO.
- 1.7 Intending Bidders are advised to re-visit ITPO website [www.indiatradefair.com](http://www.indiatradefair.com) and CPPP website <https://eprocure.gov.in/eprocure/app> at least 1 day prior to the closing date of submission of tender for any corrigendum / addendum/ amendment.

### **INDICATIVE CRITICAL DATE SHEET**

<b>Published Date</b>	Feb 14, 2017
<b>Bid Document Download Start Date</b>	Feb 14, 2017
<b>Bid Submission Start Date</b>	Feb 14, 2017
<b>Date of pre bid meeting</b>	Feb 27, 2017
<b>Bid Submission End Date</b>	March 14, 2017
<b>Bid Opening Date</b>	March 15, 2017

## **2. OBJECTIVE**

- 2.1 The objective of this publicity tender is to create more awareness amongst the general public/ visitors and the buyers from various sectors from the length and breadth of Kazakhstan and from abroad. The publicity campaign should aim at generating their interest so that they visit the fair to source their requirements.
- 2.2 Getting adequate media coverage at all stages of the event, i.e. before, during and after the event. Besides getting coverage in the daily newspapers and FM radio, ITPO also desires adequate exposure in the electronic media and online social media.

## **3. DEFINITIONS**

“Applicable Law” - means all relevant laws in force and effect as of the date hereof and which may be promulgated or brought into force and effect hereinafter in India, including judgment, decrees, injunctions, Writs or orders of court, as may be in force and effect during the subsistence of this Tender Document.

“Bid Document” - shall mean the documents submitted by the bidder, pursuant to understanding and agreeing with the terms and conditions set out in this Tender Document.

“Contract” - shall mean the agreement to be entered into between ITPO and the successful Bidder.

“ITPO” - ITPO means India Trade Promotion Organization.

“Successful Bidder” –shall mean the bidder who is awarded the contract.

“LOA” – shall mean Letter Of Acceptance.

“EOI” – shall mean Embassy of India

#### 4. **DISCLAIMER**

The information contained in this bid document or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of ITPO is provided to Bidder(s) on the terms and conditions set out in this document and such other terms and conditions subject to which such information is provided. By acceptance of this tender document, the recipient further agrees that this tender document may not be distributed, reproduced or used for any other purpose than purpose set out in clause no. 1. The recipient agrees that it will cause its Directors, Partners, officers, employees and representatives and any other parties who provide services to the recipient to use the tender document for the purposes in the manner stated above. ITPO does not make any representation or warranty expressed or implied, as to the accuracy, authenticity, timeliness and/or completeness of the information contained in this tender document. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this tender document. The ITPO also accept no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this tender document. ITPO may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this tender document. The issue of this tender document does not imply that ITPO is bound to select a Bidder and ITPO reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

#### 5. **INTERPRETATION:**

In this Tender Document, unless the context otherwise requires,

5.1 For the purpose of this Tender Document, where the context so admits,

(i) The singular shall be deemed to include the plural and vice versa and

- (ii) Masculine gender shall be deemed to include the feminine gender and vice-versa.

5.2 References to a “person” if any shall, where the context so admits, include references to natural persons, partnership firms, companies, bodies corporate and associations, whether incorporated or not or any other organization or entity including any governmental or political subdivision, ministry, department or agency thereof;

5.3 References to Clauses, Recitals or Schedules are references to clauses and recitals of and schedules to the Contract and the Tender Document. The Schedules, annexure and addendums shall form an integral part of this Contract.

5.4 Any reference herein to a statutory provision shall include such provision, as is in force for the time being and as from time to time, amended or re-enacted in so far as such amendment or re-enactment is capable of applying to any transactions covered by this Contract. Any references to an enactment include references to any subordinate legislation made under that enactment and any amendment to, or replacement of, that enactment or subordinate legislation. Any references to a rule or procedure include references to any amendment or replacement of that rule or procedure.

5.5 The headings and sub-headings are inserted for convenience only and shall not affect the construction and interpretation of this Tender Document.

5.6 References to the word “include” and “including” shall be construed without limitation. Any reference to day shall mean a reference to a calendar day including Saturday and Sunday.

## **6. DUE DILIGENCE**

The Bidder is expected to and shall be deemed to have examined all instructions, forms, terms and specifications in this Tender Document. The Bid should be precise, complete and in the prescribed format as per the requirement of the Tender Document. Failure to furnish all information required by the Tender Document or submission of a bid not responsive to the Tender Document in every respect will be at the Bidder’s risk and may result in rejection of the bid. ITPO shall at its sole discretion be entitled to determine the adequacy / sufficiency of the information provided by the Bidder.



## **7. COST OF BIDDING**

The Bidder shall bear all costs associated with the preparation and submission of its bid and ITPO shall in no event or circumstance be held responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.

## **8. CLARIFICATION OF BIDDING DOCUMENTS**

ITPO shall make best efforts to respond to any request for clarification of the Tender Document, such request to be made in writing through email: [ravipareek@itpo.gov.in](mailto:ravipareek@itpo.gov.in) with subject "Clarifications – ITPO/Astana/Publicity/2017" Such response/clarification shall to the extent possible be made in writing. ITPO shall not be responsible for any delay including but not limited to any postal delays. Such clarifications should reach ITPO within 8 days of issue of this tender document. The replies of clarifications shall be posted on tender section of ITPO's corporate website i.e. [www.indiatradefair.com](http://www.indiatradefair.com). The bidders are advised to go through the website regularly. Any amendments and / or addendum shall be posted on website only.

## **9. AMENDMENT OF TENDER DOCUMENT**

At any time before the deadline for submission of bids, ITPO may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, or in response to some points brought to ITPO's attention during pre bid conference, modify the Tender Document by amending, modifying and / or supplementing the same. All changes shall be posted on website [www.indiatradefair.com](http://www.indiatradefair.com) and prospective Bidders are required to go through the same before submission of bid. All such amendments shall be binding on them without any further act or deed on ITPO's part. In the event of any amendment ITPO reserves the right to extend the deadline for the submission of the bids, in order to allow prospective Bidders reasonable time in which to take the amendment into account while preparing their bids.

## **10. SCOPE OF WORK:**

### **A. Publicity & Allied services, PR activities:-**

- 10.1 The Agency will prepare advertisement materials and designs in Kazakh and English languages. The agency will arrange advertisements, as per specified size in colour and/or black & white in the Newspapers. Agency may suggest scheduled date of advertisements in the said newspaper for approval of ITPO before releasing. Even the final artwork/matter will need the approval of ITPO.

- 10.2 The agency shall procure at least 20 copies of the publication(s) of the date(s) in which the advertisement(s) will appear for distributing to the members of press and other government officials during – i) Press Conference, ii) Inauguration Day proposed on 10.06.2017 and also iii) for keeping in VIP Room for VIP visitors during the fair 10<sup>th</sup> June to 10<sup>th</sup> Septemeber, 2017. However, while submitting the final bills, two more copies of each of the publications shall have to be attached as evidence at the time of presentation of the final bill to ITPO, New Delhi.
- 10.3 Agency shall give soft copies of the design/advertisement to ITPO for release on website.
- 10.4 Prepare design of promotional material to be uploaded on various Internet based media. A home/link page of this event may be hosted on the website of the agency. On the click of the advertisement banner, the query should reach the website/e-mail inbox of the agency.
- 10.5 Prepare the jingles for airing in various FM Radio channels listed in the Annexure III.
- 10.6 Prepare design of advertisement campaign to be aired on television channels as per the details in Annexure III.
- 10.7 Prepare the design of posters /billboards/hoarding to be displayed at various locations within the city of Kazakhstan and around.
- 10.8 It may be noted that the agency needs to seek approval of the designs, jingles, advertisements, Internet promotion content developed before execution of the campaign.
- 10.9 The scope of work must be read along with the details of work given in Annexure III.
- 10.10 Adaption for Kazakh Version and Printing of Publicity Literature in languages (Kazakh and English)
- A Flyers/Leaflets
  - B. Brochures
  - C. Booklet
- 10.11 To ensure coverage of the ‘India Pavilion’ activities in the media (both Print & Electronic), preparing Press Notes with visuals from time to time for the following prominent Kazakh & English Media (June – September, 2017) or further identified by the ITPO:

## **B. Newspaper**

### **A. Kazakh News paper**

- i) Egemen Qazaqstan
- ii) Aigyn
- iii) Ana Tili

## **B. Russian newspapers**

- i) Karavan
- ii) KazPravda
- iii) Express-K

## **C. English newspaper**

- i) The Astana Times

## **D. Astana newspapers**

- i) Astana Aqshamy”/”Vechernyaia Astana
- ii) Dostyk str., Astana, Kazakhstan
- iii) InfoTses

## **C. Television**

For periodic Press Conferences to be organized including those at the time of visit of VIPs from India and also for important events of ‘India Pavilion’; to ensure attendance and coverage by the prominent Kazakh and English Media and especially by the following :

- i) “KTK” Commercial television Channel JSC
- ii) 21st Channel Eurasia
- iii) Kazakhstan”1 Republican Television and Radio Corporation
- iv) Khabar
- v) 7 Kanal
- vi) 24KZ”, Astana, Kazakhstan
- vii) 31 Kanal
- viii) 8Kazakh TV<sup>2</sup>

- 10.12 Services of the Photographer(s) for both still photography and video recording to be provided immediately as and when needed for visual coverage to be used for press releases from the Pavilion and record in the form of soft copies of the visual coverage.
- 10.13 Compile coverage of ‘India Pavilion’ by media (both Print and Electronic), and submit to ITPO on weekly basis.
- 10.14 Suggesting other effective publicity measures e.g. posters, hoardings etc. at important locations (hotels/restaurants/apartments/highways/shopping malls), taxis’ video screens, etc. with costs thereof.
- 10.15 All the material for flyers/leaflets, brochures, editorials will be in both the languages Kazakh and English, with translation wherever needed.
- 10.16 All efforts will be made to ensure that the editorials, press releases and press conferences are printed by print media, and shown on TV by electronic media.

- 10.17 Special coverage will include ceremonies like inauguration, closing, seminars, visit of VIPs, cultural programmes, Yoga day etc.
- 10.18 Copies of newspapers/magazines covering India Pavilion will be made available to ITPO.
- 10.19 CD/Video Film with footage of India Pavilion covered by electronic media will be made available to ITPO.
- 10.20 Proof of accuracy and completeness of insertions, displays, broadcasts, etc. has to be ensured by the Agency.
- 10.21 Name of team members from the Service Provider dedicated for 'India Pavilion' will immediately be provided to ITPO. This team will work with full cooperation and as per the directions of the Director, India Pavilion.
- 10.22 The agency will provide single point of contact for all PR/ Publicity and other work related to this tender. ITPO shall coordinate only with that identify representative based at Astana.
- 10.23 The agency shall coordinate and work in close association with Kazak Media and ensure complete media coverage of India Pavilion in news.

**D. Event Management & Logistics Agency**

- 10.24 Provide Manpower to India Pavilion (bilingual) as on need basis: (All quantities are tentative)
  - i. Guides/Assistants (2 Nos.)
  - ii. Interpreters (proficiency to 'Read, write and speak' in both Kazakh and English') (5 Nos.)
  - iii. Workers (unskilled) (1 No.)
  - iv. Security Guards (4 Nos.)
- 10.25 Arrange translation of important documents
- 10.26 Arrange printing / photocopy of important documents
- 10.27 Pick up/drop from/to airport/railway stations etc. for various teams/delegations (ITPO Officers, Cultural Troupes, Business delegations, VIPs). etc.
- 10.28 Pick up/drop from/to place of stay/EXPO site/CGI/place of meetings, etc. for various teams/delegations.
- 10.29 Arrange accommodation in hotels/apartments for various teams/delegations.
- 10.30 Coordinate for maintenance/cleaning of apartments with the concerned agency (whenever needed).

- 10.31 Arrange Cab/transport facility for VIPs /Bank related work (whenever needed) as per the directions of the Director, India Pavilion.
- 10.32 Provide travel facilities including ticket booking/confirmation, etc. (both domestic/international) as and when needed.
- 10.33 Provide help to ITPO officers at venue for activities/events like Seminars/Workshops/Conferences as and when needed during the period of EXPO.
- 10.34 Organise logistics/facilities for organizing Seminars/Workshops/Conferences e.g. Backdrop, A.V. Equipment, stationery, flower bouquet, tea/coffee, snacks, lunch, etc.
- 10.35 Invite and ensure participation of the target segment in the Seminars/Workshops/Conferences, etc. Send e mailers etc.
- 10.36 Providing all the support in getting the consignments for India Pavilion cleared with Customs, and coordinating with official clearing & handling agency etc.
- 10.37 Providing advice/guidance regarding prevailing local laws in Kazakhstan
- 10.38 Violation of local laws shall be viewed seriously and company shall be liable for panel action accordingly. ITPO will not take any kind of responsibility in such cases.
- 10.39 Arranging Medical Assistance for the staff of India Pavilion, as and when needed.
- 10.40 Provide First aid box at India Pavilion.
- 10.41 Arrange catering facilities (including special foods) for the VIPs as and when needed. Expenditure shall be made by ITPO.
- 10.42 Providing necessary assistance in designing/selecting and sourcing of gifts for the visitors to India Pavilion.
- 10.43 Services of the Photographer(s) for both still photography and video recording.
- 10.44 Names of team members from the Service Provider dedicated for 'India Pavilion' will immediately be provided to ITPO. This team will work with full cooperation and as per the directions of the Director, India Pavilion.
- 10.45 To assist in coordination with various authorities in Kazakhstan and EXPO for smooth conduct of business in the India Pavilion.
- 10.46 The services of the Agency may also be hired for the period before and after EXPO 2017 scheduled to take place from 10<sup>th</sup> June to 10<sup>th</sup> September, 2017.
- 10.47 The manpower should be well qualified and able to communicate in English and Kazakh. Guides / Interpreters should be young, dynamic graduate or pursuing graduation.

**E. Videographer and Photographer Services** – the services would be required for covering various events during the exhibition time to time.

## **F. Social Media publicity**

There are more than 5 million people anticipated to visit the expo and there is participation of more than 100 countries. The India Pavilion will get an opportunity to showcase the best in 'Future Energy' industries and companies as well as to showcase Indian ethnicity. During the course of the Expo, there will also be several India-specific activities organized to generate interests from different contingencies therefore a strong social media awareness and penetration would be required.

### **Target Audience**

- Participants at the Expo
- Visitors to the expo
- International Delegations interested in India
- Indian Corporations related to this event i.e Renewable & Green Energy industries, Trade players, etc

Indian ministries related to the event such as M/o Commerce & Industry, M/o Power, M/o Renewable & Non-renewable Energy, M/o Petroleum & Natural Gas, etc

### **Objectives**

1. To promote 'Brand India'
2. To work closely with other communication agencies in ensuring consistent communications at the Expo
3. To create awareness of India's participation at the Expo
4. To drive participation of interested audiences in Brand India and the Indian Pavilion
5. To utilize digital tools to promote Indian ethnic events such as India's Independence Day, Yoga Week, etc at the Expo
6. To utilize digital tools to showcase the indigenous capability of Indian renewable sector and industries present at the Expo

To utilize digital tools to reach out to an expansive audience and engage them on various trade promotional activities undertaken at Expo 2017 at Astana, Kazakhstan

### **Coverage**

To achieve the above objectives, a digital communication roadmap is necessary to drive the efforts at the Expo. The agency will formulate a strategic digital road map for driving the objectives.

The agency shall begin digital media management from the day of work order issued and for the entire duration of the expo. including but not limited to the following activities -

- 1) **Creation & Maintenance of Social Media Platforms:** The Agency shall create, maintain and promote the official Facebook Page, Twitter Profile, Youtube, LinkedIn and other relevant social media platforms. Designs will also be created by the agency.

- 2) **New Look:** Give all Social Media Platforms a new look every week by putting up new creative, cover images on various theme lines.
- 3) **Multi-ethnic communications:** The agency shall develop and execute the digital communications in English, Kazakh and Russian languages respectively.
- 4) **Updates:** Daily informative and promotional updates in the form of relevant text, photos, audio, video, interactive content, interviews, news, quiz etc.
- 5) **Maintain photo & video bank:** The agency will maintain a photo & video bank supplied by the ITPO team and provide visual editing or visual treatment of the images wherever required for posting on digital platforms.
- 6) **Engage with users:** Regularly organize online surveys, quizzes, contests on the platforms as per the approved strategy.
- 7) **Enhancement of Reach:** Utilize digital paid promotional tools to enhance the reach of the activities on Google and Social Media.
- 8) **Database Marketing:** send mailers/SMS's
- 9) **Query Management:** All the queries received on the platforms must be replied to and addressed within 48 hours and appropriate records must be maintained.
- 10) **Gate Keeping:** Moderation of the platforms daily in order to deal with spam, unauthorized advertisements, inappropriate content, trolls, etc.
- 11) **Analysis:** The agency will undertake to critically analyze from a creative lens the workings from time to time and present the findings in the reports as mentioned.
- 12) **Tagging:** Create relevant tagging, hashtags& linkages of content on the platforms.
- 13) **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- 14) **Reporting:** The agency must submit the following reports -
  - a. Weekly Performance and Posting Activity
  - b. Fortnightly "Effectiveness Analysis" to be addressed to ITPO on the effectiveness of the communication strategy.

**Target areas :**

S. NO.	Social Media	Target Achievement
1.	Facebook	1000 likes
2.	Twitter	200 followers 400 tweets
3.	Youtube	100 videos and 10000 likes

Agency needs to ensure achievement of aforesaid target by paid promotional tools, if required. The cost of this paid promotional activity may be taken in the lumpsum cost of social media promotions.

**Team:** The agency should position a dedicated team in there office to undertake the activities during the tenure of the contract. The team should be available round the clock on all days.

**11. MAN POWER REQUIREMENT FOR VARIOUS SERVICES**

- 11.1 The number of persons is the tentative number that is required in our view. The actual number deployed by the vendor may be more or less to take care of job requirement, support activity, quality, promptness etc.
- 11.2 The above mentioned manpower will be based at India Pavilion Astana, and the would be under the supervisory control of ITPO
- 11.3 The normal working hours would be 9:30 AM to 9.30 PM on all days including Saturdays, Sundays & Holidays. However, if required, the manpower will attend the office beyond office hours without any extra cost, such as special duties during various occasions. Attendance sheet hall be maintained and payment shall be released according to the attendance.
- 11.4 ITPO would also use services of these staff during exhibitions and shall assign duties accordingly.
- 11.5 Support staff should facilitate the user in meetings, conference and workshop. Services of the support staff must be available on week end, holidays and after office hours as and when required.
- 11.6 Successful bidder will provide uniform with name & designation tag of personnel deployed at ITPO at bidders cost. Bidder will also ensure that the persons wear the uniform and keep it neat, clean and tidy.
- 11.7 The Successful bidder shall ensure that all its personnel deputed for required services during the tenure of the Contract and any time thereafter maintain the strictest confidence all information relating to the work and shall not, unless so authorized in writing by ITPO, divulge or grant access to any information about the work or its results. The successful bidder and/or its deputed persons shall not destroy/alter any report, note and



technical data relating to the operation/work. The obligation is continuing and shall survive after the completion of the contract.

- 11.8 The successful bidder shall provide a pool of eligible persons and ITPO will select the team from the pool.
- 11.9 The standby replacement in lieu of leaves, illness etc. should be provisioned and should be of the same capacity without any extra cost to ITPO.
- 11.10 **Coordinator** – The agency shall depute one person as coordinator for all the PR, publicity, social media and manpower related work. The coordinator shall be the nodal point for ITPO to contact / order all the services & work as described in this tender. The coordinator shall be available in India Pavilion during working hours on all days and shall report to Director India Pavilion. The person should be fluent in read, write and speak English/Kazak. The cost for deputing coordinator shall be borne by the successful bidder/agency.

## **12. ELIGIBILITY CRITERIA**

Agencies having the following criteria shall be eligible for making the bids on turnkey basis.

- 12.1 Must be a registered business entity in Kazakhstan or should have a associate in Kazakhstan in case entity is registered in country other than Kazakhstan. The business entity registered in Kazakhstan should have an associate in India. Please attach proof of registration and proof of collaboration.
- 12.2 The company/counterpart/associate must have an office in Astana. Documentary evidence to this effect needs to be submitted.
- 12.3 Registration no. of TAN/PAN/Direct Tax/Service Tax/Trade Tax /VAT/GST etc. of the bidder as applicable in India/Kazakhstan must be provided along with the technical bid. Please also enclose signed and stamped photo copies of these documents as proof.
- 12.4 Minimum annual average turnover US\$ 10000/- (US\$ Ten Thousand) or Rs.60.00 lakhs for the last 3 financial years i.e. 2013-14, 2014-15, 2015-16. Proof of annual turnover with certificate from Chartered Accountant and copy of balance sheets must be attached.
- 12.5 The bidder must deposit, in original, Earnest Money Deposit (EMD) of Rs.4,00,000/- or US\$ 6,000/- in the form of bank/demand draft/ RTGS/NEFT favoring “India Trade Promotion Organisation”, payable at New Delhi.
- 12.6 The bidder must deposit, in original, Cost of tender document in the form of bank/demand draft for Rs.1575/- or US\$100 (including 5% DVAT in the form of bank/demand draft/ RTGS/NEFT favoring “India Trade Promotion Organisation”, payable at New Delhi.
- 12.7 The bidder must have satisfactorily completed three similar works each costing not less than Rs.60.00 lakhs or two similar works each costing not less than Rs.90.00 lakhs or one similar work costing not less than Rs.120.00

lakhs for Government Undertakings/Govt. Departments/reputed Organisations/Companies. The work orders must not be issued before 01.01.2010 and must not be issued after 31.12.2016. The experience may include event management, promotion and PR work etc in trade fairs/ International events organized outside India and for Kazakhstan companies they should have experience preferably of an international event of an international client. Work orders and Experience certificates of the work should be supported with TDS certificates. (The amount of work order mentioned above should be in equivalent to US\$ in case the work orders are not issued in INR).

- 12.8 In addition The Agency must have experience of having managed at least one social media account for a Government/PSU Department/ Large corporate house. Please provide relevant supporting document.

### 13. TERMS & CONDITIONS

- 13.1 The approved bidder will work under the directions and guidance of the ITPO and the Indian embassy in Kazakhstan. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for ITPO in accordance with the law of land i.e. Kazakhstan.
- 13.2 Rates should be quoted in **Kazakhstani Tenge (KZT)** inclusive of all taxes (if applicable), etc. Rates for services not included in the format may also be indicated, if required.
- 13.3 All materials relating to design for printing, advertisement, promotion has to be approved by ITPO team before use, wherever possible.
- 13.4 Agency will ensure that the manpower engaged for Event/jobs should be in line with the local laws. Further, submission of the bid implies that the Agency indemnifies ITPO against any claim whatsoever.
- 13.5 The Agency is required to numbering and sign each page of the documents uploaded by the authorized signatory.
- 13.6 Bidders under this contract to observe the highest standards of ethics during the period of agreement and should be free from any enquiry. The bidders have to bear the cost associated with the preparation and submission of bid documents at ITPO, New Delhi.
- 13.7 ITPO will reject a proposal for award of work if it is determined that the applicant recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 13.8 ITPO will declare an Applicant/Bidder ineligible, either indefinitely or for a stated period of time, to be awarded acontract/contracts, if at any time, it determines that the Applicant/Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- 13.9 Agency will indemnify ITPO against any claims, loss, suit, liability or judgment suffered or likely to be suffered.

13.10 ITPO reserves the right to:

- i. Engage services of any other organization including Air India, Tourism offices of Govt. of India or anyone else to sponsor or partly sponsor the market surveys or other activities for promoting the events.
- ii. Make minor changes in the Publicity plan/Scope of work.
- iii. Extend the deadline for the submission of applications/bid documents at its discretion.
- iv. Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on ITPO.
- v. Suspend the project; cancel the contract with the selected party in part or in the whole at any time if in the opinion of the ITPO it is necessary or expedient in the public interest. The decision of the ITPO shall be final and binding in this regard.
- vi. ITPO shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.
- vii. Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the ITPO, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the ITPO shall be final and binding in this regard.

13.11 For interpretation of any clause of this document, the decision of ITPO would be final and binding on the bidder.

13.12 ITPO shall reserve the right to verify the operation and performance of Project by the Bidder and the Bidder shall permit ITPO to do so. The ITPO will evaluate the information submitted by the Bidder with regard to Bidder's capacity.

13.13 The job would be assigned to a single party which is the overall lowest bidding company found technically fit for the job.

13.14 Rates quoted in the Commercial Bid should be valid during the entire expo as no changes in the rates would be considered at a later stage.

13.15 The tenders not containing Tender fee and EMD amount in the prescribed format will be summarily rejected.

13.16 Tenders with incomplete information, subjective and conditional offers as well as partial offers will be liable for rejection.

13.17 The bidder should not be black listed by any Govt./semi Govt. organization or PSU. Please provide undertaking.

13.18 The bidder cannot make any amendment in the Technical Bid / Commercial Bid, neither he can impose any conditions. All such bids will be rejected at the discretion of ITPO.

13.19 The bid evaluation would be upon the price which is exclusive of service tax. Service Tax, as applicable from time to time, shall be paid extra. The

bidder shall submit documentary evidence of depositing the service tax to authority.

13.20 PF and ESI facility to be provided to the staff deployed. PF deposit receipt to be submitted along with final invoice. (If applicable as per law of the land).

13.21 Please also see **annexure III** for more details on various items/works and associated conditions and clarifications.

13.22 The soft copy of all the design work should be provided to ITPO for its use.

#### 14 SUBMISSION OF BIDS AND EVALUATION

14.1 In case the bidder requires any clarifications or further information may contact Mr. A. C. M. Kumar, Director India Pavilion, Astana Expo Cell, Room No. 207, Pragati Bhawan, New Delhi 110001, Tel. +91 11 23371782, e-mail: [acmkumar@itpo.gov.in](mailto:acmkumar@itpo.gov.in) during office hours on all working days.

The bank details for remittance of Tender cost & EMD are given below:

##### For Indian Bidders

Name of the Beneficiary	India Trade Promotion Organisation
Name of the Bank	HDFC BANK LIMITED
Branch Address	G-3/4, SURYA KIRAN BUILDING, 19, KASTURBA GANDHI MARG, NEW DELHI-110001
Account No.	00031110005078
Type of Account	Saving
RTGs/NEFT IFSC Code	HDFC 0000003
MICR CODE	110240001
PAN NO.	AAATI2955C

##### For Overseas bidders

Name of the Beneficiary	:	India Trade Promotion Organisation
Name of the Bank	:	Citibank
Branch Address	:	JeevanBharti Building, 4 <sup>th</sup> Floor, 124, Connaught Place, New Delhi

		-110001
Account No.	:	0002157012
SWIFT Code	:	CITI INBX

The Hard Copy of original instruments in respect of earnest money must be delivered to Mr.A.C.M. Kumar, Director India Pavilion, Astana Expo, 2017 Cell, India Trade Promotion Organisation, Room No. 207, Pragati Bhawan, Pragati Maidan, New Delhi – 110001 on or before bid opening date/time as mentioned in critical date sheet.

- 14.2 It may be noted that conditional bids shall not be considered.
- 14.3 Bank Guarantees shall not be accepted.
- 14.4 Bids received through email shall not be considered.
- 14.5 Bidders are requested to refrain from any communication after submission of bid till the opening of the financial bid excepting at the time of opening of the technical bid by the ITPO committee.

#### **15. COST OF TENDER DOCUMENT & EARNEST MONEY DEPOSIT (EMD) and PERFORMANCE GURANTEE**

- 15.1 The cost of tender document is non refundable.
- 15.2 The EMD is non-interest bearing.
- 15.3 The successful Bidders" EMD will be discharged upon expiry of "Offer Validity Period" or upon receiving of Performance Guarantee. EMD of unsuccessful bidders shall be refunded after finalization of tendering process.
- 15.4 The EMD will be forfeited if a bidder withdraws his bid during the period of validity or in case if a successful bidder fails to sign the contract in accordance with terms and conditions.
- 15.5 The successful bidder shall deposit a performance guarantee of Rs. 20,00,000/- (Rs. Twenty Lakhs) or US\$ 30,000/- immediately within 7 days of award of letter.
- 15.6 The performance guarantee must be deposited within 7 days of signing the contract.

#### **16. UNDERTAKING**

An undertaking from the Bidder stating the compliance with all the conditions of the Contract and Technical Specifications of the Bidding Document will be required since no deviation will be acceptable to ITPO.

#### **17. BID PRICES**

- 17.1 The price i.e. offer must be made by the intending bidder covering all important points mentioned in the bid format enclosed in this bid document.

The financial offer may be submitted keeping in view the terms and conditions of this bid document and site conditions.

- 17.2 The bidder shall make payment of all dues, taxes & other statutory dues, not specifically mentioned in this document but essential for successful completion of work. The bidder shall not be eligible for any extra charges in respect of such payments. In case the bidder does not make timely payment and any liability arises against ITPO, it may be recovered by ITPO from the payments due to the bidder.
- 17.3 All liabilities, whatsoever, on account of copy rights or any other reason, if any, shall be borne by the bidder.

## **18. PERIOD OF VALIDITY OF BIDS**

- 18.1 **Validity period** : Bids shall remain valid for 180 (One Hundred Eighty) days after the last date of bid submission prescribed by ITPO, ITPO holds the right to reject a bid valid for a period shorter than 180 days as nonresponsive, without any correspondence.
- 18.2 **Extension of Period of Validity**: In exceptional circumstances, ITPO may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing. Extension of validity period by the Bidder shall be unconditional. The EMD provided shall also be suitably extended.. A Bidder granting extension of validity will not be permitted to modify his technical or financial bid.
- 18.3 **Amendment of RFP**: At any time prior to the deadline for submission of Proposal, ITPO may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify the RFP document by the issuance of Addendum/ Amendment and posting it on the Official Website.

## **19. MODIFICATION/ SUBSTITUTION OF PROPOSALS**

- 19.1 Any alteration / modification in the proposal or additional information or material supplied subsequent to the Proposal Due Date, unless the same has been expressly sought for by the Authority, shall be disregarded.

### **19.2.FORCE-MAJEURE**

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not

limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CMD, ITPO as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

## **20. Payment Terms**

- 20.1 Activity / Job wise payment would be released on completion of the work and satisfactory report by the officer / ITPO team deputed for the event subject to submission of soft / hard copies of evidences of all deliverables and report etc. as envisaged and elaborated in the previous pages. The work / item wise complete bill along with all documents shall be submitted by the agency with attendance sheet of man power and work order against the activity /job.
- 20.2 Invoices for the payment shall be submitted as per procedure, terms and conditions in vogue in ITPO. The invoice along with covering letter should be submitted to ITPO.
- 20.3 Original bill duly pre receipted, copy of the original work order / award letter, extension /amendment/addendum letters, soft/hard copies of all deliverables etc. along with statutory compliance as per law of the land..
- 20.4 The penalties would also be deducted from the payment.
- 20.5 Intermediary or part advance payments shall be made after 10<sup>th</sup> day of every month upon rendering satisfactory services.

## **21. PERFORMANCE ASSURANCE:**

If performance of the agency is not found up to the mark or is less in any of the deliverances/the measurable outputs/agreed deliverables or otherwise less than envisaged as per the scope of work mentioned herein, then ITPO may deduct payment value as performance assurance at the time of making final payment under SLA prescribed.

## **22. PERIOD OF THE CONTRACT:**

The period of contract is for the duration of the Expo Astana 2017

## **23. INDEMNITY**

The successful bidder shall, subject to the provisions of the Agreement, indemnify ITPO for an amount not exceeding 1 (one) time the value of the Agreement for any direct loss or damage that is caused due to any deficiency in services.

#### **24. NOTIFICATION OF AWARD**

The Bidder whose Bid has been accepted shall be notified of the award by the ITPO prior to the expiration of the period of validity of the proposal, by registered letter or by fax or by official email. The Bidder shall acknowledge in writing, the receipt of the Letter of Acceptance & Award and shall enter into the Contract (on stamp paper) within 3 days from the issue of the Letter of Acceptance & Award.

#### **25. SIGNING OF AGREEMENT**

Pursuant to the Bidder acknowledging the Letter of Acceptance, the Bidder and ITPO shall promptly sign the Contract. ITPO shall have the right and authority to negotiate certain terms with the successful Bidder before signing of the Contract. Format of agreement placed at Annex 11.

#### **26. EXPENSES FOR THE CONTRACT**

All incidental expenses of the execution of the Contract/ agreement shall be borne solely by the successful Bidder and such amount shall not be refunded to the successful Bidder by the ITPO.

#### **27. FAILURE TO ABIDE BY THE CONTRACT**

The conditions stipulated in the Contract shall be strictly adhered to and violation of any of these conditions shall entail immediate termination of the Contract without prejudice to the rights of ITPO.

#### **28. TERMINATION OF CONTRACT**

Termination for Default, ITPO may, without prejudice, to any other remedy for breach of Contract, by prior written notice of default sent to the Bidder, terminate the Contract in whole without assigning any reason if - The qualified Bidder fails to perform any other obligation(s) under the Contract.

If the Bidder is in material breach of the representations and warranties contained in this Contract.

In such situation, ITPO shall be free to take work from any other party at the cost and risk of the Bidder.

#### **29. GOVERNING LAW**

The laws of Republic of **India** shall govern the Tender Document and the Contract.

#### **30. INDEMNIFICATION**



- 30.1 The Tenderer/Service Provider shall indemnify ITPO against any claims, damages, loss or penalty including costs thereof in case of liability arising out of any accident/incident involving manpower deployed by him/it.
- 30.2 ITPO will not be responsible for any injury sustained by Tenderers/Service Provider's personnel during the performance of its/their duties and also any damage or compensation due to any dispute between them and its personnel. Any expenditure incurred by ITPO to handle the situation arising out of the conduct of personnel deployed by the bidder /Service Provider will be made good from Security Deposit/Bills of the bidder /Service Provider.
- 30.3 In case of injury or loss of ITPO staff due to any act or deed of successful bidder's employee or due to an accident, the successful bidder shall arrange to pay ITPO employee or his legal heirs as per existing Govt. rules and regulations. The insurance claim settlement shall be the sole responsibility of the successful bidder. The legal costs will also be borne and paid by the successful bidder.
- 30.4 The bidder shall indemnify ITPO against payment of penalty /third Party claims/damages /loss of property of ITPO, / penalty due to mishandling on the part of personnel provided by the ITPO. In case, any such amount is not deposited / paid to ITPO, the same shall be deducted from his Bills/ Security Deposit / Future payments due to the bidder. In such cases the party shall make the security deposit amount equal to original within 10 days of such deductions / adjustment.
- 30.5 The bidder shall also indemnify to ITPO for making good any claim/penalty /loss or damages including costs thereof in respect of any breach or violation of any of the provisions of any law including labour laws governing the employee of the tenderer. In case of failure to make good above losses / expenses to ITPO, the same shall be deducted from the monthly bills / security deposited / future payments due to the tenderer.
- 30.6 The service provider shall indemnify ITPO against third Party claims arising out of equipment malfunctioning/mishandling on the part of personnel provided by the Service Provider. The Service Provider shall also indemnify to reimburse any theft, loss or damage by his personnel to ITPO personnel or property including machinery, equipment or buildings. In case, any such amount is not deposited/paid to ITPO, the same shall be deducted from Security Deposit/Bills/Future payments due to the Service Provider.

### **31. COMPLIANCE WITH STATUTORY OBLIGATIONS (Applicable as per law of the land in India and/or Kazakhstan)**

- 31.1 The Service provider shall be responsible for ensuring compliance with provisions of related Labour Laws (Central/State) and specifically factory Act, Minimum Wages Act, Payment of wages Act, PF Act ,ESI Act, Payment of Bonus Act, Contract Labour (R&A) Act, Workmen

Compensation Act etc. as applicable from time to time. The service provider shall be solely responsible for any cost and consequences on account of any breach and or non-compliance of any of the provisions of the Labour laws. The service provider shall indemnify ITPO against any claims/costs/damages and Penalties in respect of breach of the any of the provisions of the laws in force.

31.2 It shall be the responsibility of successful Tenderer to comply with all liabilities arising out of any provisions of Labour Acts/Enactments (including PF/ESI/INSURANCE) hitherto in force or enacted from time to time during the term of the contract. In case of any breach, the successful Tenderer shall immediately notify ITPO in this regard.

31.3 The successful bidder will maintain attendance register & wage register of its employees.

31.4 The successful bidder shall take out a Workmen Compensation Policy & covering all his employees for the contract period & submit a copy of the same to ITPO.

31.5 The service provider has to ensure that the prescribed minimum wages as applicable from time to time to the respective category of personnel deployed.

31.6 All records, documents under various statutory provisions including ESI/PF/Disbursement of monthly Wages shall be maintained by the successful bidder and shall be open for inspection by an authorized representative of ITPO/third party authorized by ITPO and Government Agencies.

## **32. RESOLUTION OF DISPUTES**

The dispute resolution mechanism shall be as follows:

In case of dispute between ITPO and the successful bidder, if not resolved amicably, same shall be referred to mediation/ conciliation and upon its failure the disputes shall be resolved by way of arbitration in accordance with Indian Arbitration and Conciliation Act 1996.

In the event of any doubt, dispute or difference arising under the agreement (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to the CMD, ITPO, for appointment of Sole Arbitrator. The provisions of India Arbitration & Conciliation Act 1996 (as amended from time to time) shall apply on both the parties.

It is also a term of the agreement that fee payable to the Arbitrator, shall be paid equally by both the parties.

The venue of the arbitration proceedings shall be the office of ITPO, i.e. Pragati Maidan, New Delhi.

Courts situated at Delhi shall have the jurisdiction to try/entertain the petition/suit arising out of this contract.

### **33. Checklist**

- i Bid Application & letter of Undertaking regarding acceptance of terms and conditions on the letter head
- ii Duly filled in technical bid.
- iii Authorisation Letter for the Proposal Signatory.
- iv Documents in support of Eligibility criteria clause no. 12.1
- v Documents in support of Eligibility criteria clause no. 12.2
- vi Documents in support of Eligibility criteria clause no. 12.3
- vii Documents in support of Eligibility criteria clause no. 12.4
- viii Documents in support of Eligibility criteria clause no. 12.5
- ix Documents in support of Eligibility criteria clause no. 12.6
- x Documents in support of Eligibility criteria clause no. 12.7
- xi Documents in support of Eligibility criteria clause no. 12.8
- xii Any other document/s mentioned / required as per the tender.

### **34. LATE BIDS**

Tender cost / EMD received by ITPO after the deadline for submission of bids / opening of the bids prescribed by ITPO, may be rejected or returned unopened to the Bidder. ITPO shall not be responsible for any postal delay or non-receipt / non-delivery of the documents. No further correspondence on this subject will be entertained. Tender cost / EMD deposited at the Embassy of India Astana shall be confirmed from Embassy before processing the bids further.

### **35. CLARIFICATION OF BIDS**

To assist in the evaluation, comparison and an examination of bids, ITPO may, at its sole discretion, ask the Bidder for a clarification of its bid including breakup of rates, declared supporting documents etc. The request for clarification and the response shall be in writing. If the response to the clarification is not received before the expiration of deadline prescribed in the

request, ITPO reserves the right to make its own reasonable assumptions at the total risk and cost of the Bidder.

**36. SERVICE LEVEL AGREEMENT**

All the payments would be subject to the SLA prescribed. Please refer to ANNEX

**37. EXTENTION OF LAST DATE**

If any amendment is issued after the pre bid, ITPO reserves the right to extend the last date for submission of the bids, and subsequently the opening dates for Technical and Commercial bids.

**38. BIDS MAY BE SUBMITTED ONLINE ONLY.**

**INDIA TRADE PROMOTION ORGANISATION  
(ASTANA EXPO - 2017 CELL)**

**Details of Tender Fee & Earnest Money Deposit for Bids -Publicity & Allied services, PR activities, Event management & Logistic Work for Expo'2017, Astana – Kazakhstan (June 10 to Sept., 10, 2017)**

Sl. No.	Title	Details
1.	<b>Name and address of the company</b>	
2.	Details of tender fee (non-refundable)	Amount :  NEFT/RTGS Details/Demand Draft No. :  Date :  Bank Name :
3.	Details of Earnest Money Deposit <b><u>(EMD)</u></b> .	Amount :  NEFT/RTGS Details/Demand Draft No. :  Date :  Bank Name :

DATE :

SIGNATURE OF AUTHORISED REPRESENTATIVE

Place :

NAME

COMPANY SEAL

**INDIA TRADE PROMOTION ORGANISATION**  
**(ASTANA EXPO - 2017 CELL)**

**Technical Bids for “Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan), June 10 to Sept 10, 2017.**

S.No	Title	Details		
<b>Eligibility Criteria</b>				
1.	Registration No. (Please enclose proof of registration)			
2.	Registration No. of Kazakh Associate (Please enclose proof of collaboration)			
3.	Office address in Astana (Please enclose documentary evidence)			
4.	Information no., license No./authority no. and other documents of information as applicable and copy of certificate/proof etc. must be attached. (Photocopies of TAN/Direct tax/Income tax/Trade Tax/VAT/GST/PAN, etc., as applicable, may be attached)  <b>PS: The name of the Bidder should be same as per registration certificate / PAN card and must be a legal registered entity in India</b>	PAN No-		
		VAT No.-		
		TAN No.-		
		Service Tax No. -		
5.	Annual Turnover (last three financial years)  (Please attach certificate from Chartered Accountant and other documentary evidences to establish the turnover)	Year I (2013-14)	Year II (2014-15)	Year III (2015-16)
<b>Technical Criteria</b>				
6.	Please submit Comprehensive Publicity Plan			
<b>Company Profile</b>				
7.	Name of the Company as per registration certificate			
8.	Address			
9.	Telephone			

10.	Fax					
11.	E-mail					
12.	Name of CEO & Title					
13.	Name of the nodal contact person with designation, e-mail id and telephone No.					
	Local contact in India, if any					
14.	Bankers details with A/c No.					
15.	Year of Establishment					
16.	No. of employees					
17.	List of enclosures attached					
18.	Any other additional information, which you like to give					
19.	(A) Details of company/Associate/Counterpart in the foreign country concerned Attach a duly self certified signed and stamped copy of the letter of cooperation of counterpart in the foreign country concerned.					
	Name & designation of Associate/ counterpart in the foreign country concerned. Name : Designation: E-mail: Telephone No. Mobile:					
20.	Work Experience					
Sr. No	Name of the Company issued work order	Name and brief details of the project	Duration of the project		Total Amount	Whether successfully completed Yes/No. If yes, completion certificate required
			Start Date	End Date		
i						
ii						
iii						

It is certified that all the above information is correct and valid on the date of submission of tender. We have numbered all the pages in this envelope. The name of the Bidder is same as mentioned in the registration certificate & PAN card and is a registered legal entity in

India. All the information furnished above is true & correct. The total number of pages including those of enclosures are.....

Date:  
Place:

SIGNATURE OF AUTHORISED REPRESENTATIVE  
NAME  
COMPANY SEAL  
(Please attach Authorization letter, if required)



## India Trade Promotion Organization

**Financial Bid Proforma (to be submitted online as per BOQ) (for considering final payment depending on the usage of each item)**

**Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan), June 10 to Sept 10, 2017.**

**1. Radio:**

The campaign will start from June 10 to Sept., 10, 2017. The no. of spots will be from 9-10 am, 4-5 pm, 7-8 pm. This may change slightly as per requirement of ITPO. The expected no. of spot per day could be 6.

<b>S. No.</b>	<b>Name of the Channel/Station</b>	<b>Rate per spot of 10 sec. each (in KZT)</b>
1.	Radio NS	
2.	Astana	
3.	Kazakh Radio	
4.	Avto Radio	
5.	Dala FM	
6.	Love Radio	
7.	Retro FM	
8.	Orda FM	

**2. Advertisement through TV:**

The campaign will be aired through TV channels from June 10 to September, 10, 2017. The no. of spots will be from 7-9 am, 3-4 pm, 9-10 pm. This may change slightly as per requirement of ITPO. The expected no. of spot per day could be 6.

<b>S. No.</b>	<b>Name of the Channel</b>	<b>Rate for per 10 seconds (in KZT)</b>
1.	KTK	
2.	1 <sup>st</sup> Channel Eurasia	
3.	“Kazakhstan” 1 Republican Television and Radio Corporation	
4.	Khabar	
5.	7 Kanal	
6.	24 KZ	
7.	31 Kanal	
8.	Kazakh TV <sup>2</sup>	

**3. Outdoor Promotion through Posters:**

The size and quantity may vary spot to spot therefore the actual price shall be calculated on prorata basis. Expected duration is 15 days slot per location. Estimated size is 10 ft. X 15 ft. The cost should include designing, resizing, content writing, printing, framing and installation wherever required.

S. No.	Location	Rate per sq. feet (in KZT)
1.	Airports	
2.	Malls	
3.	Roads and Highways	

#### 4. **Promotion in Print Mass-Media**

The advertisement should appear on page 2-5 or in international section. Estimated size would be A4 with weekend and weekdays ration 50:50. The cost should include designing, resizing, content writing wherever required.

S. No.	Name of the Newspaper	Rate per sq. cm. (KZT)
1.	Egemen Qazaqstan (Kazakh)	
2.	Aiqyn (Kazakh)	
3.	Ana Tili (Kazakh)	
4.	Karavan (Russian)	
5.	KazPravda (Russian)	
6.	Express-K (Russian)	
7.	The Astana Times (English)	
8.	Astana Aqshamy/Vechernyaia Astana (Astana)	
9.	InfoTses (Astana)	
10.	Popular magazines (top 5)	

#### 5. **Adaption for Kazakh /English version and designing and printing of Publicity Literature in four color**

S. No.		Name of the work	Rate (in KZT)
1.	Flyers/Leaflets Bilingual (A4)	First 50,000 Nos.	
		Additional 10,000 Nos.	
2.	Single fold Folder Bilingual (A4)	First 25,000 Nos.	
		Additional 5,000 Nos.	
3.	Double fold Folder Bilingual (A4)	First 25,000 Nos.	
		Additional 5,000 Nos.	
4.	Invitation card (four color) with envelop (single color) size – 5 inch X 7 inch	First 500 Nos.	
		Additional 100 nos.	

5.	Diary - size 4inch X 7.5inch (60 pages of 3 colors i.e. 20 pages of each color Orange, Green & Blue with spiral)	500 nos.	
6.	Cost of additional 200 nos.		
7.	Pencils with ITPO's logo	1000 nos.	

Bilingual includes English and Kazakh.

#### 6. Press release and tv advertisement

S. No.	Name of the work	Rate (in KZT)
1.	Preparing the press note / media release (English), only if asked by ITPO to prepare (rate per press note)	
2.	Preparing the press note / media release (Kazakh) only if asked by ITPO to prepare (rate per press note)	
3.	Total coverage in the identified print Media by the agency (payment shall be as per actual coverage English/Kazakh) <b>per sq. cms.</b>	
4	Total coverage in the identified TV: Channel: arranged by the agency (Kazakh/English):-	
	i) For 15 seconds	
	ii) For each additional 5 seconds	

The payment for the above shall be as per actual on submission of print copies and / or news clip, this will include news which is published/run on same day or next day of the press note, if date of publish not specified in advance. ITPO will not make any payment for news which may not be attributed to particular press conference or the agency i.e. through Embassy, Expo Authorities, freelance coverage etc.

#### 7. Press Conference/Special Coverage/News

S. No.	Name of the work	Amount (in KZT)
1.	Arrange press conference and ensure attendance by prominent Media Teams at least : 5 Newspapers and 3 TV Channels from the above list as at Table no. 2 and 4 in Financial Bid. The agency will ensure preparation of press kit and distribution of the same.	

#### 8. Photographers and Videographer

S. No.	Name of the work	Rate (KZT)
1.	Still Photographer (Half day i.e. 6 hrs service)	

2.	Still Photographer (Full day i.e. 12 hrs service)	
3.	Video Recording (Half day i.e. 6 hrs service)	
4.	Video Recording (Full day i.e. 12 hrs service)	
5.	High Quality Album of 50 photographs of 8x12 inch	
6.	Preparing Collarge of 24 inch x 24 inch	
7.	Print of photograph 6x8 inch (per photograph)	
8.	Print of photograph 8x12 inch (per photograph)	

Some of the photographs (4-6 nos.) may be of bigger size to make album attractive however, no extra payment shall be considered for that. The agency shall give 3 to 5 designs of album and ITPO may choose 1 out of them. All the equipments for photo and video are to be arranged by agency. All the photographs and video shall be handed over to ITPO in pen drive / DVD after the coverage.

## 9. Event Management & Logistics

S. No.	Items	Unit rate in KZT
1.	Providing manpower to India Pavilion bilingual proficiency in read, write and speak in both Kazakh and English	
	a) Guide/Assistance per person per day (no. Person required 2 (two))	
	b) Interpreters per person per day (no. Person required 5 (five))	
	c) Workers (unskilled) per person per day (no. Person required 1 (one))	
2.	Translation work (per A4 page)  (Translation will be both in English to Kazakh and Kazakh to English. However, words to be counted in English Language)	
3.	Pick up/drop from/at airport for various teams / delegations to Expo apartments or hotel	
	10 to15 seated van	
	6- to 9 seated car/SUV	
	Mid size cars (sedan) with luggage space	
	Mercedes E class/BMW/AUDI or equivalent	
4.	Pick up/drop from/at Expo Apartments/EXPO site/ to Embassy of India	
	10 to15 seated van	
	6- to 9 seated car/SUV	
	Mid size cars (sedan) with luggage space	
	Mercedes E class/BMW/AUDI or equivalent	

5.	For local meetings etc. <b>charges per KM</b> from India pavilion to the respective place (Mid size cars (sedan))	
6.	Hiring of Car with English speaking driver for 8 hours, 80 kms	
	Additional per hour	
	Additional per Km	

All type of toll, parking charges, service charges etc. to be borne by the agency. ITPO will not pay any additional charges.

**10. Accommodation**

S. No.	Name of the work	Rate per night (in KZT)
1.	Hotel Tariff- Single Occupancy (breakfast included)	
	5 Star	
	4 Star	
	3 Star	
	Hotel Tariff- Twin sharing (breakfast included)	
	5 Star	
	4 Star	
	3 Star	

**11. Social Media:**

S. No.	Item	Charges in KZT
1.	To undertake social media activities as per clause F of scope of work in tender document, charges for complete social media campaign from award of work till Oct. 10, 2017	

**12. Services of Security Guards:**

S. No.	Security Guards	Estimated Quantity	Unit Rate per person per day in KZT
1.	Security Guard having knowledge of Kazakh and can understand English in addition.	Four (4)	

<b>Grand Total</b>	
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**Note: ITPO reserves the right to vary the actual quantity of each item above.** In case of shortfalls either because of reduced scope of work by ITPO or for other genuine reasons the proportionate deductions will be made as per the unit rates provided in Financial bid BOQ. ITPO will give sufficient notice in advance of such cancellation or reduction in scope of work.

**PROFORMA FOR PERFORMANCE BANK GUARANTEE**

To

Director India Pavilion  
Astana Expo Cell  
India Trade Promotion Organisation,  
Pragati Bhawan,  
Pragati Maidan,  
**New Delhi - 110001**

India Trade Promotion Organisation (hereinafter referred to as 'the ITPO') having agreed to grant a licensee to M/s.....of ..... (hereinafter called the "LICENSEE") for carrying out the work of **Publicity & Allied services, PR activities, Event management & Logistic Work** **Publicity Work for theExpo'2017, Astana – Kazakhstan (June 10 to Sept., 10, 2017)** on the terms and conditions contained in the said Bid Document, which, inter-alia, provides for production of a Bank Guarantee to the extent of INR ..... (..... in words) for the service by way of security for the due observance and performance of the terms and conditions of the said license we.....(indicate the name and address and other particulars of the bank) (hereinafter referred to as 'the Bank') at the request of the LICENSEE hereby irrevocably and unconditionally guarantee to the ITPO that the Licensee shall render all necessary and efficient services which may be require to be rendered by the LICENSEE in connection with and /or for performance of the said LICENSEE and further guarantees that the service which shall be provided by the LICENSEE under the said Bid Document, shall be actually performed in accordance with terms and conditions of the Bid Document to the satisfaction of the ITPO.

2. We, the bank hereby undertake to pay to the ITPO an amount not exceeding Rupees.....(Rupee.....only) against any loss or damage caused to or suffered or would be caused to or suffered by the Authority by reason of any breach by the said LICENSEE of any of the terms and conditions contained in the said license.

3. We, the bank hereby, in pursuance of the terms of the said license, absolutely, irrevocably and unconditionally guarantee as primary oblige and not merely as surety the payment of an amount of Rupees ..... (Rupees .....only) to the Authority to secure due and faithful performance by the LICENSEE of all his/their obligations under the said License.

4. We, the bank hereby also undertake to pay the amounts due and payable under this guarantee without any demur, merely on a demand from the ITPO stating that the amount claimed is due by way of loss or damage caused or would be caused to or suffered by the ITPO by reason of breach by the said LICENSEE of any of the terms or conditions contained in the said Bid Document or by reason of the LICENCEE's failure to perform any of its obligations under the said License.

5. We, the bank, do hereby agree that the decision of the ITPO as to whether the licensee has failed to or neglected to perform or discharge his duties and obligations as aforesaid and/or whether the service is free from deficiencies and defects and is in accordance with or not of the terms & conditions of the said License and as to the amount payable to the Authority by the Bank hereunder shall be final and binding on the Bank.

6. WE, THE BANK, DO HEREBY DECLARE AND AGREE that:

(a) the Guarantee herein contained shall remain in full force and effect for a period of three years from the date hereof and that it shall continue to be enforceable till all the dues of the Authority/ITPO and by virtue of the said License have been fully paid and its claims satisfied or discharged or till ITPO satisfies that the terms and conditions of the said license have been fully and properly carried out by the said LICENSEE and accordingly discharged this guarantee.

(b) the ITPO shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the term and conditions of the said License or to extend time of performance of any obligations by the said LICENSEE from time to time or to postpone for any time or from time to time any of the powers exercisable by the ITPO against the said LICENSEE and to forbear or to enforce any of the terms and conditions relating to the said License and we shall not be relieved from our liability by reason of any variation or extension being granted to the said LICENSEE or forbearance act or omission on the part of the ITPO or any indulgence by the ITPO to the said LICENSEE or to give such matter or thing whatsoever which under the law relating to sureties would but for this provision, have effect of so relieving us.

(c) any claim which we have against the LICENSEE shall be subject and subordinate to the prior payment and performance in full of all the obligations of us hereunder we will not without prior written consent of the ITPO exercise any legal right or remedy of any kind in respect of any such payment or performance so long as the obligations of us hereunder remains owing and outstanding.

(d) This guarantee shall be irrevocable and the obligations of us herein shall not be conditional of any prior notice by us or by the LICENSEE.

7. We the BANK undertake not to revoke this Guarantee during its currency except with the previous consent of the Authority in writing.

Date.....day..... for \_\_\_\_\_(name of the bank)

Witness:  
1.....  
2.....



(On company's letterhead)

FINANCIAL BID UNDERTAKING

**Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan) , June 10 to Sept 10, 2017.**

From:

(Full name and address of the Bidder) \_\_\_\_\_

To,

\_\_\_\_\_

Dear Sir/Madam,

1. I submit the Price Bid for “Construction, decoration and allied services for 38<sup>th</sup> India Garment Fair and 28<sup>th</sup> India Home Furnishing Fair, Osaka (Japan), July, 19-21, 2016” and related activities as envisaged in the Bid document.
2. I have thoroughly examined and understood all the terms and conditions as contained in the Bid document, and agree to abide by them.
3. I offer to work at the rates as indicated in the price Bid, inclusive of all applicable taxes except Service Tax.

Authorized Signatory

(Signature of the Authorized Person)

(On company's letterhead)

Dated.....

Director India Pavilion  
Astana Expo Cell  
India Trade Promotion Organisation,  
New Delhi-110001

Sub: **Certificate of Authenticity/Genuineness**

(To be given along with the final report/bill while submitting hard evidences of deliverables)

Dear Sir,

We are pleased to enclose herewith our bill/invoice No. .... dated..... for an amount of Indian Rupees ..... as per the job order received vide letter/e-mail dated..... from ITPO on the acceptance of our offer vide tender bid dated.....

This is to certify that all the enclosures being given herewith as documentary evidence in the hard copy version/soft version are correct to the best of our knowledge/belief. All the information provided in the CD/Pen drive is also correct and reflects the legitimate work performed by us.

The payment to the manpower engaged for carrying out the work or any other payment due for the services rendered by any agencies, under this contract/arrangement has been paid their necessary remunerations as per our arrangement with them. Their particulars, names, addresses, telephone numbers etc. along with their attendance record and details of the work performed, are also enclosed. We indemnify ITPO for any claim whatsoever from any of the person engaged by us for executing the contract/work order.

Thanking you,

Yours sincerely,

Date:

Place:

Authorized Signatory

To,

Date-

Director India Pavilion  
Astana Expo Cell  
India Trade Promotion Organisation,  
New Delhi-110001

**Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan) , June 10 to Sept 10, 2017.**

Sub.: Certificate in support of financial turnover.

Dear Sir,

In response to the Tender Ref. No. ITPO/ASTANA/PUBLICITY/2017, as above dated \_\_\_\_\_ for **Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan), June 10 to Sept., 10, 2017** , we hereby declare that the details of Annual turnover during last three years (in Lakhs) as follows :

No.	Financial Year	Turnover (Rs. lakhs)
1	2013-14	
2	2014-15	
3	2015-16	

Thanking You,

Yours faithfully

Authorised Signatory

Name of the Chartered Accountant \_\_\_\_\_

Registration No. with Seal \_\_\_\_\_

Contact No \_\_\_\_\_

**Annexure: VIII**

To,

Date-

Director India Pavilion  
Astana Expo Cell  
India Trade Promotion Organisation,  
New Delhi-110001

**Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan) , June 10 to Sept 10, 2017.**

Sub: Submission of bid for .........

Dear Sir,

With reference to Tender No. \_\_\_\_\_ - dated....., we hereby submit our bid in the prescribed format as desired by ITPO. We, hereby, also accept the terms & conditions prescribed in the bid document.

Thanking You,

Your's faithfully

( )

Authorised Signatory

Name \_\_\_\_\_

Designation\_\_\_\_\_

Contact No\_\_\_\_\_

**Annexure: IX**

To,

Date -

Director India Pavilion  
Astana Expo Cell  
India Trade Promotion Organisation,  
New Delhi-110001

**Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan) , June 10 to Sept 10, 2017.**

Sub: Declaration regarding non black listing.

Dear Sir,

With reference to Tender No. \_\_\_\_\_ dated....., we hereby declare that we are not black listed/ debarred from doing business to/by any Govt. organisation.

Thanking You,

Yours faithfully.

( )

Authorized Signatory

Name \_\_\_\_\_

Designation\_\_\_\_\_

–

Contact No\_\_\_\_\_

Checklist

<b>S.No.</b>	<b>Item</b>	<b>Y/N</b>	<b>Reference Page No.</b>
1.	Duly Filled in Technical Bid		
2.	Document in support of Clause no. 12.1		
3.	Document in support of Clause no. 12.2		
4.	Document in support of Clause no. 12.3		
5.	Document in support of Clause no. 12.4		
6.	Document in support of Clause no. 12.5		
7.	Document in support of Clause no. 12.6		
8.	Document in support of Clause no. 12.7		
9.	Document in support of Clause no. 12.8		

This checklist should be the part of technical bid.

**Annexure: XI**

To,

Date -

Director India Pavilion  
Astana Expo Cell  
India Trade Promotion Organisation,  
New Delhi-110001

Ref: Tender No

**Sub: Submission of bid for Publicity & Allied services, PR activities, Social Media, Event management & Logistic Works” for the Expo’2017, Astana (Kazakhstan), June 10 to Sept., 10, 2017.**

Dear Sir,

With reference to Tender No. \_\_\_\_\_ dated....., we, hereby, authorize the following person as authorized signatory to carry out necessary bid formalities with ITPO with reference to this tender and authorize to sign the bid documents and contract / agreement with ITPO.

Name of Person \_\_\_\_\_

Designation \_\_\_\_\_

Contact No. (Mobile) \_\_\_\_\_

Thanking You,

Yours faithfully,

( \_\_\_\_\_ )

Name

\_\_\_\_\_

Designation \_\_\_\_\_

Contact No \_\_\_\_\_

**Service Level Agreement and penalties**

The company shall be responsible to provide the service as per the SLA. Any variation in service will attract penalty apart from deduction of the payment on the prorated basis.

The Service Level Agreement and penalty structure would be as follows: -

<b>S.N</b>	<b>Item</b>	<b>Validation</b>	<b>Penalty</b>
<b>1.</b>	<b>Various items as defined in the scope of work / financial bid</b>	<b>Tender document</b>	<b>Minimum penalty 5% Maximum Up to 20%</b>

**Duration of SLA**

This Service level agreement would be valid for entire period of contract. This SLA may be reviewed and revised by ITPO, if required. ITPO may also define SLA for any incident which is not covered in the above table,

**Breach of SLA**

In case the Company does not meet the SLA, ITPO may treat it as a case of breach of Service Level Agreement. The following steps will be taken in such a case:

1. Issuance of a show cause notice to the Company.
2. Company should reply to the notice within three working days.
3. If ITPO authorities are not satisfied with the reply, ITPO will initiate termination process.



**PROFORMA OF AGREEMENT**

This **Agreement** (which shall include its subsequent Amendment (s), if any), entered on DD/MM/YYYY into by and between **M/s India Trade Promotion Organisation**, a Government of India Company registered under the Companies Act, 1956 having its registered office at Pragati Bhawan, Pragati Maidan, New Delhi-110 001 (hereinafter shall be referred to as “the Company”, which expression unless repugnant to its meaning or context thereof, shall include its executors, administrators, successors and permitted assignees) as ONE PART

**AND,**

**M/s.** \_\_\_\_\_ a firm having its office at (hereinafter shall be referred to as “the Contractor/successful bidder”, which expression unless repugnant to its meaning or context thereof, shall include its executors, administrators, successors and permitted assignees) as OTHER PART.

This shall be effective from the DD/MM/YYYY upto DD/MM/YYYY (Bidding Document No. ITPO/ASTANA/PUBLICITY/2017/). The Contractor, under this Agreement, shall execute the subject job / provide service(s) in a professional manner as per the detailed scope of work as defined in the bidding document and the Company will pay the Successful bidder for execution of the subject job / service(s) provided as per the agreed payment terms and conditions of the bidding/contract document. The Successful bidder shall also be liable for the Defect Liability Period / Warranty Period, if specifically mentioned in the bidding document, for the job executed/ service provided by him/them.

All the terms and conditions of the Detailed Letter of Acceptance and its enclosures including bidding document and if Addendum(s) shall be applicable and binding for this Agreement.

**1.1 The activity** : India Trade Promotion Organization (ITPO) is the nodal agency of the Government of India (GOI) for promoting trade. To meet its objectives, ITPO organizes trade fairs, exhibitions and conventions in India and abroad including specialized trade fairs, India Shows, Buyer-Seller Meets, Market Surveys, etc. ITPO organises and participates in trade fairs and exhibitions at various locations throughout the world. ITPO is organising India Pavilion at Expo 2017, Astana. There are more than 5 million people anticipated to visit the expo and there is participation of more than 100 countries. The India Pavilion will get an opportunity to showcase the best in 'Future Energy' industries and companies as well as to showcase Indian ethnicity. During the course of the Expo, there will

also be several India-specific activities organized to generate interests from different contingencies. ITPO, through online bidding, has selected M/s. .... for execution of the work as described in tender ITPO/ASTANA/PUBLICITY/2017

**1.2 Services.** Contractor will perform the services, as more particularly described in tender, for Company as an independent contractor (the "**Scope of work and terms and conditions**").

**1.3 Compensation and Reimbursement.** Contractor shall be compensated and reimbursed for the Services as set forth on Exhibit B. Completeness of work product shall be determined by Company in its sole discretion, and Contractor agrees to make all revisions, additions, deletions or alterations as requested by Company. No other fees and/or expenses will be paid to Contractor, unless such fees and/or expenses have been approved in advance by the appropriate Company executive in writing. Contractor shall be solely responsible for any and all taxes, Social Security contributions or payments, disability insurance, unemployment taxes, and other payroll type taxes applicable to such compensation. Contractor hereby indemnifies and holds Company harmless from, any claims, losses, costs, fees, liabilities, damages or injuries suffered by Company arising out of Contractor's failure with respect to its obligations.

## **2 SCOPE OF WORK:**

### **A. Publicity & Allied services, PR activities:-**

- 2.1 The Agency will prepare advertisement materials and designs in Kazakh and English languages. The agency will arrange advertisements, as per specified size in colour and/or black & white in the Newspapers. Agency may suggest scheduled date of advertisements in the said newspaper for approval of ITPO before releasing. Even the final artwork/matter will need the approval of ITPO.
- 2.2 The agency shall procure at least 20 copies of the publication(s) of the date(s) in which the advertisement(s) will appear for distributing to the members of press and other government officials during – i) Press Conference, ii) Inauguration Day proposed on 10.06.2017 and also iii) for keeping in VIP Room for VIP visitors during the fair 10<sup>th</sup> June to 10<sup>th</sup> Septemeber, 2017. However, while submitting the final bills, two more copies of each of the publications shall have to be attached as evidence at the time of presentation of the final bill to ITPO, New Delhi.
- 2.3 Agency shall give soft copies of the design/advertisement to ITPO for release on website.
- 2.4 Prepare design of promotional material to be uploaded on various Internet based media. A home/link page of this event may be hosted on the website of the agency. On the click of the advertisement banner, the query should reach the website/e-mail inbox of the agency.
- 2.5 Prepare the jingles for airing in various FM Radio channels listed in the Annexure III.
- 2.6 Prepare design of advertisement campaign to be aired on television channels as per the details in Annexure III.

- 2.7 Prepare the design of posters /billboards/hoarding to be displayed at various locations within the city of Kazakhstan and around.
- 2.8 It may be noted that the agency needs to seek approval of the designs, jingles, advertisements, Internet promotion content developed before execution of the campaign.
- 2.9 The scope of work must be read along with the details of work given in Annexure III.
- 2.10 Adaption for Kazakh Version and Printing of Publicity Literature in languages (Kazakh and English)
  - A Flyers/Leaflets
  - B. Brochures
  - C. Booklet
- 2.11 To ensure coverage of the 'India Pavilion' activities in the media (both Print & Electronic), preparing Press Notes with visuals from time to time for the following prominent Kazakh & English Media (June – September, 2017) or further identified by the ITPO:

## **B. Newspaper**

### **G. Kazakh News paper**

- iv) Egemen Qazaqstan
- v) Aigyn
- vi) Ana Tili

### **H. Russian newspapers**

- iv) Karavan
- v) KazPravda
- vi) Express-K

### **I. English newspaper**

- ii) The Astana Times

### **J. Astana newspapers**

- iv) Astana Aqshamy"/"Vechernyaia Astana
- v) Dostyk str., Astana, Kazakhstan
- vi) InfoTses

## **C. Television**

For periodic Press Conferences to be organized including those at the time of visit of VIPs from India and also for important events of 'India Pavilion'; to ensure attendance and coverage by the prominent Kazakh and English Media and especially by the following :

- ix) “KTK” Commercial television Channel JSC
- x) 21st Channel Eurasia
- xi) Kazakhstan<sup>1</sup> Republican Television and Radio Corporation
- xii) Khabar
- xiii) 7 Kanal
- xiv) 24KZ”, Astana, Kazakhstan
- xv) 31 Kanal
- xvi) 8Kazakh TV<sup>2</sup>

- 2.12 Services of the Photographer(s) for both still photography and video recording to be provided immediately as and when needed for visual coverage to be used for press releases from the Pavilion and record in the form of soft copies of the visual coverage.
- 2.13 Compile coverage of ‘India Pavilion’ by media (both Print and Electronic), and submit to ITPO on weekly basis.
- 2.14 Suggesting other effective publicity measures e.g. posters, hoardings etc. at important locations (hotels/restaurants/apartments/highways/shopping malls), taxis’ video screens, etc. with costs thereof.
- 2.15 All the material for flyers/leaflets, brochures, editorials will be in both the languages Kazakh and English, with translation wherever needed.
- 2.16 All efforts will be made to ensure that the editorials, press releases and press conferences are printed by print media, and shown on TV by electronic media.
- 2.17 Special coverage will include ceremonies like inauguration, closing, seminars, visit of VIPs, cultural programmes, Yoga day etc.
- 2.18 Copies of newspapers/magazines covering India Pavilion will be made available to ITPO.
- 2.19 CD/Video Film with footage of India Pavilion covered by electronic media will be made available to ITPO.
- 2.20 Proof of accuracy and completeness of insertions, displays, broadcasts, etc. has to be ensured by the Agency.
- 2.21 Name of team members from the Service Provider dedicated for ‘India Pavilion’ will immediately be provided to ITPO. This team will work with full cooperation and as per the directions of the Director, India Pavilion.
- 2.22 The agency will provide single point of contact for all PR/ Publicity and other work related to this tender. ITPO shall coordinate only with that identify representative based at Astana.

2.23 The agency shall coordinate and work in close association with Kazak Media and ensure complete media coverage of India Pavilion in news.

**D. Event Management & Logistics Agency**

2.24 Provide Manpower to India Pavilion (bilingual) as on need basis: (All quantities are tentative)

- v. Guides/Assistants (2 Nos.)
- vi. Interpreters (proficiency to 'Read, write and speak' in both Kazakh and English') (5 Nos.)
- vii. Workers (unskilled) (1 No.)
- viii. Security Guards (4 Nos.)

2.25 Arrange translation of important documents

2.26 Arrange printing / photocopy of important documents

2.27 Pick up/drop from/to airport/railway stations etc. for various teams/delegations (ITPO Officers, Cultural Troupes, Business delegations, VIPs). etc.

2.28 Pick up/drop from/to place of stay/EXPO site/CGI/place of meetings, etc. for various teams/delegations.

2.29 Arrange accommodation in hotels/apartments for various teams/delegations.

2.30 Coordinate for maintenance/cleaning of apartments with the concerned agency (whenever needed).

2.31 Arrange Cab/transport facility for VIPs /Bank related work (whenever needed) as per the directions of the Director, India Pavilion.

2.32 Provide travel facilities including ticket booking/confirmation, etc. (both domestic/international) as and when needed.

2.33 Provide help to ITPO officers at venue for activities/events like Seminars/Workshops/Conferences as and when needed during the period of EXPO.

2.34 Organise logistics/facilities for organizing Seminars/Workshops/Conferences e.g. Backdrop, A.V. Equipment, stationery, flower bouquet, tea/coffee, snacks, lunch, etc.

2.35 Invite and ensure participation of the target segment in the Seminars/Workshops/Conferences, etc. Send e mailers etc.

2.36 Providing all the support in getting the consignments for India Pavilion cleared with Customs, and coordinating with official clearing & handling agency etc.

2.37 Providing advice/guidance regarding prevailing local laws in Kazakhstan

- 2.38 Violation of local laws shall be viewed seriously and company shall be liable for panel action accordingly. ITPO will not take any kind of responsibility in such cases.
- 2.39 Arranging Medical Assistance for the staff of India Pavilion, as and when needed.
- 2.40 Provide First aid box at India Pavilion.
- 2.41 Arrange catering facilities (including special foods) for the VIPs as and when needed. Expenditure shall be made by ITPO.
- 2.42 Providing necessary assistance in designing/selecting and sourcing of gifts for the visitors to India Pavilion.
- 2.43 Services of the Photographer(s) for both still photography and video recording.
- 2.44 Names of team members from the Service Provider dedicated for 'India Pavilion' will immediately be provided to ITPO. This team will work with full cooperation and as per the directions of the Director, India Pavilion.
- 2.45 To assist in coordination with various authorities in Kazakhstan and EXPO for smooth conduct of business in the India Pavilion.
- 2.46 The services of the Agency may also be hired for the period before and after EXPO 2017 scheduled to take place from 10<sup>th</sup> June to 10<sup>th</sup> September, 2017.
- 2.47 The manpower should be well qualified and able to communicate in English and Kazakh. Guides / Interpreters should be young, dynamic graduate or pursuing graduation.

**K. Videographer and Photographer Services** – the services would be required for covering various events during the exhibition time to time.

**L. Social Media publicity**

There are more than 5 million people anticipated to visit the expo and there is participation of more than 100 countries. The India Pavilion will get an opportunity to showcase the best in 'Future Energy' industries and companies as well as to showcase Indian ethnicity. During the course of the Expo, there will also be several India-specific activities organized to generate interests from different contingencies therefore a strong social media awareness and penetration would be required.

**Target Audience**

- Participants at the Expo
- Visitors to the expo
- International Delegations interested in India
- Indian Corporations related to this event i.e Renewable & Green Energy industries, Trade players, etc

Indian ministries related to the event such as M/o Commerce & Industry, M/o Power, M/o Renewable & Non-renewable Energy, M/o Petroleum & Natural Gas, etc

## Objectives

7. To promote 'Brand India'
  8. To work closely with other communication agencies in ensuring consistent communications at the Expo
  9. To create awareness of India's participation at the Expo
  10. To drive participation of interested audiences in Brand India and the Indian Pavilion
  11. To utilize digital tools to promote Indian ethnic events such as India's Independence Day, Yoga Week, etc at the Expo
  12. To utilize digital tools to showcase the indigenous capability of Indian renewable sector and industries present at the Expo
- To utilize digital tools to reach out to an expansive audience and engage them on various trade promotional activities undertaken at Expo 2017 at Astana, Kazakhstan

## Coverage

To achieve the above objectives, a digital communication roadmap is necessary to drive the efforts at the Expo. The agency will formulate a strategic digital road map for driving the objectives.

The agency shall begin digital media management from the day of work order issued and for the entire duration of the expo. including but not limited to the following activities -

- 15) **Creation & Maintenance of Social Media Platforms:** The Agency shall create, maintain and promote the official Facebook Page, Twitter Profile, Youtube, LinkedIn and other relevant social media platforms. Designs will also be created by the agency.
- 16) **New Look:** Give all Social Media Platforms a new look every week by putting up new creative, cover images on various theme lines.
- 17) **Multi-ethnic communications:** The agency shall develop and execute the digital communications in English, Kazakh and Russian languages respectively.
- 18) **Updates:** Daily informative and promotional updates in the form of relevant text, photos, audio, video, interactive content, interviews, news, quiz etc.
- 19) **Maintain photo & video bank:** The agency will maintain a photo & video bank supplied by the ITPO team and provide visual editing or visual treatment of the images wherever required for posting on digital platforms.
- 20) **Engage with users:** Regularly organize online surveys, quizzes, contests on the platforms as per the approved strategy.

- 21) **Enhancement of Reach:** Utilize digital paid promotional tools to enhance the reach of the activities on Google and Social Media.
- 22) **Database Marketing:** send mailers/SMS's
- 23) **Query Management:** All the queries received on the platforms must be replied to and addressed within 48 hours and appropriate records must be maintained.
- 24) **Gate Keeping:** Moderation of the platforms daily in order to deal with spam, unauthorized advertisements, inappropriate content, trolls, etc.
- 25) **Analysis:** The agency will undertake to critically analyze from a creative lens the workings from time to time and present the findings in the reports as mentioned.
- 26) **Tagging:** Create relevant tagging, hashtags& linkages of content on the platforms.
- 27) **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- 28) **Reporting:** The agency must submit the following reports -
- a. Weekly Performance and Posting Activity
  - b. Fortnightly "Effectiveness Analysis" to be addressed to ITPO on the effectiveness of the communication strategy.

**Target areas :**

S. NO.	Social Media	Target Achievement
1.	Facebook	1000 likes
2.	Twitter	200 followers 400 tweets
3.	Youtube	100 videos and 10000 likes

Agency needs to ensure achievement of aforesaid target by paid promotional tools, if required. The cost of this paid promotional activity may be taken in the lumpsum cost of social media promotions.

**Team:** The agency should position a dedicated team in there office to undertake the activities during the tenure of the contract. The team should be available round the clock on all days.

**11. MAN POWER REQUIREMENT FOR VARIOUS SERVICES**



- 11.11 The number of persons is the tentative number that is required in our view. The actual number deployed by the vendor may be more or less to take care of job requirement, support activity, quality, promptness etc.
- 11.12 The above mentioned manpower will be based at India Pavilion Astana, and the would be under the supervisory control of ITPO
- 11.13 The normal working hours would be 9:30 AM to 9.30 PM on all days including Saturdays, Sundays & Holidays. However, if required, the manpower will attend the office beyond office hours without any extra cost, such as special duties during various occasions. Attendance sheet hall be maintained and payment shall be released according to the attendance.
- 11.14 ITPO would also use services of these staff during exhibitions and shall assign duties accordingly.
- 11.15 Support staff should facilitate the user in meetings, conference and workshop. Services of the support staff must be available on week end, holidays and after office hours as and when required.
- 11.16 Successful bidder will provide uniform with name & designation tag of personnel deployed at ITPO at bidders cost. Bidder will also ensure that the persons wear the uniform and keep it neat, clean and tidy.
- 11.17 The Successful bidder shall ensure that all its personnel deputed for required services during the tenure of the Contract and any time thereafter maintain the strictest confidence all information relating to the work and shall not, unless so authorized in writing by ITPO, divulge or grant access to any information about the work or its results. The successful bidder and/or its deputed persons shall not destroy/alter any report, note and technical data relating to the operation/work. The obligation is continuing and shall survive after the completion of the contract.
- 11.18 The successful bidder shall provide a pool of eligible persons and ITPO will select the team from the pool.
- 11.19 The standby replacement in lieu of leaves, illness etc. should be provisioned and should be of the same capacity without any extra cost to ITPO.
- 11.20 **Coordinator** – The agency shall depute one person as coordinator for all the PR, publicity, social media, logistics, manpower related work etc. The coordinator shall be the nodal point for ITPO to contact / order all the services & work as described in this tender. The coordinator shall be available in India Pavilion during working hours on all days and shall report to Director India Pavilion. The person should be fluent in read, write and speak English/Kazak. The cost for deputing coordinator shall be borne by the successful bidder/agency.

#### **4. TERMS & CONDITIONS**

- 4.1 The approved bidder will work under the directions and guidance of the ITPO and the Indian embassy in Kazakhstan. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for ITPO in accordance with the law of land i.e. Kazakhstan.

- 4.2 Rates should be quoted in **Kazakhtani Tenge (KZT)** inclusive of all taxes (if applicable), etc. Rates for services not included in the format may also be indicated, if required.
- 4.3 All materials relating to design for printing, advertisement, promotion has to be approved by ITPO team before use, wherever possible.
- 4.4 Agency will ensure that the manpower engaged for Event/jobs should be in line with the local laws. Further, submission of the bid implies that the Agency indemnifies ITPO against any claim whatsoever.
- 4.5 Bidders under this contract to observe the highest standards of ethics during the period of agreement and should be free from any enquiry. The bidders have to bear the cost associated with the preparation and submission of bid documents at ITPO, New Delhi.
- 4.6 ITPO will reject a proposal for award of work if it is determined that the applicant recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 4.7 ITPO will declare an Applicant/Bidder ineligible, either indefinitely or for a stated period of time, to be awarded acontract/contracts, if at any time, it determines that the Applicant/Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- 4.8 Agency will indemnify ITPO against any claims, loss, suit, liability or judgment suffered or likely to be suffered.
- 4.9 ITPO reserves the right to:
  - i. Engage services of any other organization including Air India, Tourism offices of Govt. of India or anyone else to sponsor or partly sponsor the market surveys or other activities for promoting the events.
  - ii. Make minor changes in the Publicity plan/Scope of work.
  - iii. Extend the deadline for the submission of applications/bid documents at its discretion.
  - iv. Suspend the project; cancel the contract with the selected party in part or in the whole at any time if in the opinion of the ITPO it is necessary or expedient in the public interest. The decision of the ITPO shall be final and binding in this regard.
  - v. ITPO shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.
  - vi. Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the ITPO, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the ITPO shall be final and binding in this regard.
- 4.10 For interpretation of any clause of this document, the decision of ITPO would be final and binding on the bidder.
- 4.11 ITPO shall reserve the right to verify the operation and performance of Project by the Bidder and the Bidder shall permit ITPO to do so. The ITPO will evaluate the information submitted by the Bidder with regard to Bidder's capacity.

- 4.12 Rates quoted in the Commercial Bid should be valid during the entire expo as no changes in the rates would be considered at a later stage.
- 4.13 The bid evaluation would be upon the price which is exclusive of service tax. Service Tax, as applicable from time to time, shall be paid extra. The bidder shall submit documentary evidence of depositing the service tax to authority.
- 4.14 PF and ESI facility to be provided to the staff deployed. PF deposit receipt to be submitted along with final invoice. (If applicable as per law of the land).
- 4.15 Please also see **annexure III** for more details on various items/works and associated conditions and clarifications.
- 4.16 The soft copy of all the design work should be provided to ITPO for its use.

## 5 FORCE-MAJEURE

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CMD, ITPO as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

### 1. Payment Terms

- 6.1 Activity / Job wise payment would be released on completion of the work and satisfactory report by the officer / ITPO team deputed for the event subject to submission of soft / hard copies of evidences of all deliverables and report etc. as envisaged and elaborated in the previous pages. The work / item wise complete bill along with all documents shall be submitted by the agency with attendance sheet of man power and work order against the activity /job.
- 6.2 Invoices for the payment shall be submitted as per procedure, terms and conditions in vogue in ITPO. The invoice along with covering letter should be submitted to ITPO.

- 6.3 Original bill duly pre receipted, copy of the original work order / award letter, extension /amendment/addendum letters, soft/hard copies of all deliverables etc. along with statutory compliance as per law of the land..
- 6.4 The penalties would also be deducted from the payment.
- 6.5 Intermediary or part advance payments shall be made after 10<sup>th</sup> day of every month upon rendering satisfactory services.

## **7 PERFORMANCE ASSURANCE:**

If performance of the agency is not found up to the mark or is less in any of the deliverances/the measurable outputs/agreed deliverables or otherwise less than envisaged as per the scope of work mentioned herein, then ITPO may deduct payment value as performance assurance at the time of making final payment under SLA prescribed.

## **8 PERIOD OF THE CONTRACT:**

The period of contract is for the duration of the Expo Astana 2017

## **9 INDEMNITY**

The successful bidder shall, subject to the provisions of the Agreement, indemnify ITPO for an amount not exceeding 1 (one) time the value of the Agreement for any direct loss or damage that is caused due to any deficiency in services.

## **10 SIGNING OF AGREEMENT**

Pursuant to the Bidder acknowledging the Letter of Acceptance, the Bidder and ITPO shall promptly sign the Contract. ITPO shall have the right and authority to negotiate certain terms with the successful Bidder before signing of the Contract.

## **11 EXPENSES FOR THE CONTRACT**

All incidental expenses of the execution of the Contract/ agreement shall be borne solely by the successful Bidder and such amount shall not be refunded to the successful Bidder by the ITPO.

## **12 FAILURE TO ABIDE BY THE CONTRACT**

The conditions stipulated in the Contract shall be strictly adhered to and violation of any of these conditions shall entail immediate termination of the Contract without prejudice to the rights of ITPO.

## **13 TERMINATION OF CONTRACT**

Termination for Default, ITPO may, without prejudice, to any other remedy for breach of Contract, by prior written notice of default sent to the Bidder, terminate the Contract in whole without assigning any reason if - The qualified Bidder fails to perform any other obligation(s) under the Contract.

If the Bidder is in material breach of the representations and warranties contained in this Contract.

In such situation, ITPO shall be free to take work from any other party at the cost and risk of the Bidder.

#### **14 GOVERNING LAW**

The laws of Republic of **India** shall govern the Tender Document and the Contract.

#### **15 INDEMNIFICATION**

15.1 The Tenderer/Service Provider shall indemnify ITPO against any claims, damages, loss or penalty including costs thereof in case of liability arising out of any accident/incident involving manpower deployed by him/it.

15.2 ITPO will not be responsible for any injury sustained by Tenderers/ Service Provider's personnel during the performance of its/their duties and also any damage or compensation due to any dispute between them and it's personnel. Any expenditure incurred by ITPO to handle the situation arising out of the conduct of personnel deployed by the bidder /Service Provider will be made good from Security Deposit/Bills of the bidder /Service Provider.

15.3 In case of injury or loss of ITPO staff due to any act or deed of successful bidder's employee or due to an accident, the successful bidder shall arrange to pay ITPO employee or his legal heirs as per existing Govt. rules and regulations. The insurance claim settlement shall be the sole responsibility of the successful bidder. The legal costs will also be borne and paid by the successful bidder.

15.4 The bidder shall indemnify ITPO against payment of penalty /third Party claims/damages /loss of property of ITPO, / penalty due to mishandling on the part of personnel provided by the ITPO. In case, any such amount is not deposited / paid to ITPO, the same shall be deducted from his Bills/ Security Deposit / Future payments due to the bidder. In such cases the party shall make the security deposit amount equal to original within 10 days of such deductions / adjustment.

15.5 The bidder shall also indemnify to ITPO for making good any claim/penalty /loss or damages including costs thereof in respect of any breach or violation of any of the provisions of any law including labour laws governing the employee of the tenderer. In case of failure to make good above losses / expenses to ITPO, the same shall be deducted from the monthly bills / security deposited / future payments due to the tenderer.

15.6 The service provider shall indemnify ITPO against third Party claims arising out of equipment malfunctioning/mishandling on the part of personnel provided by the Service Provider. The Service Provider shall also indemnify to reimburse any theft, loss or damage by his personnel to ITPO personnel or property including machinery, equipment or buildings. In case, any such amount is not deposited/paid to ITPO, the same shall be deducted from Security Deposit/Bills/Future payments due to the Service Provider.

## **16 COMPLIANCE WITH STATUTORY OBLIGATIONS (Applicable as per law of the land in India and/or Kazakhstan)**

- 16.1 The Service provider shall be responsible for ensuring compliance with provisions of related Labour Laws (Central/State) and specifically factory Act, Minimum Wages Act, Payment of wages Act, PF Act ,ESI Act, Payment of Bonus Act, Contract Labour (R&A) Act, Workmen Compensation Act etc. as applicable from time to time. The service provider shall be solely responsible for any cost and consequences on account of any breach and or non-compliance of any of the provisions of the Labour laws. The service provider shall indemnify ITPO against any claims/costs/damages and Penalties in respect of breach of the any of the provisions of the laws in force.
- 16.2 It shall be the responsibility of successful Tenderer to comply with all liabilities arising out of any provisions of Labour Acts/Enactments (including PF/ESI/INSURANCE) hitherto in force or enacted from time to time during the term of the contract. In case of any breach, the successful Tenderer shall immediately notify ITPO in this regard.
- 16.3 The successful bidder will maintain attendance register & wage register of its employees.
- 16.4 The successful bidder shall take out a Workmen Compensation Policy & covering all his employees for the contract period & submit a copy of the same to ITPO.
- 16.5 The service provider has to ensure that the prescribed minimum wages as applicable from time to time to the respective category of personnel deployed.
- 16.6 All records, documents under various statutory provisions including ESI/PF/Disbursement of monthly Wages shall be maintained by the successful bidder and shall be open for inspection by an authorized representative of ITPO/third party authorized by ITPO and Government Agencies.

## **17 RESOLUTION OF DISPUTES**

The dispute resolution mechanism shall be as follows:

In case of dispute between ITPO and the successful bidder, if not resolved amicably, same shall be referred to mediation/ conciliation and upon its failure the

disputes shall be resolved by way of arbitration in accordance with Indian Arbitration and Conciliation Act 1996.

In the event of any doubt, dispute or difference arising under the agreement (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to the CMD, ITPO, for appointment of Sole Arbitrator. The provisions of India Arbitration & Conciliation Act 1996 (as amended from time to time) shall apply on both the parties.

It is also a term of the agreement that fee payable to the Arbitrator, shall be paid equally by both the parties.

The venue of the arbitration proceedings shall be the office of ITPO, i.e. Pragati Maidan, New Delhi.

Courts situated at Delhi shall have the jurisdiction to try/entertain the petition/suit arising out of this contract.

In witness where of the parties have executed this Agreement on DD/MM/YYYY.

Signed For and on behalf of

**India Trade Promotion Organisation**

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Name:

Designation:

Date:

Place:

For and on behalf of

**Other part**

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Name:

Designation:

Date:

Place:

In the presence of witness:

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Name:

Designation:

Date:



**Instructions for Online Bid Submission:**

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

**REGISTRATION**

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link “**Online Bidder Enrollment**” on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

**SEARCHING FOR TENDER DOCUMENTS**

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective ‘My Tenders’ folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

### **PREPARATION OF BIDS**

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or “Other Important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

### **SUBMISSION OF BIDS**

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as “offline” to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by before bid opening date/time as mentioned in critical date sheet or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) BoQ format with the tender document is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white

coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

- 6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid opener's public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 9) Upon the successful and timely submission of bids (ie after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

#### **ASSISTANCE TO BIDDERS**

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232, 91-7878007972 and 91-7878007973

**TENDER ACCEPTANCE LETTER**

(To be given on Company Letter Head)

**Date:**

**To,**

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**Sub: Acceptance of Terms & Conditions of Tender.**

**Tender Reference No:** \_\_\_\_\_

Name of Tender / Work: - "Setting up of stalls for commodity fairs at Pragati Maidan during 2016-17.

**SH: Construction of stalls with pre-fab Octonorm System & Pagoda structure i/c Electrical works for various fairs up to 31/07/2017 (On Hire Basis) for one year.**

**Dear Sir,**

**1. I/ We have downloaded / obtained the tender document(s) for the above mentioned 'Tender/Work' from the web site(s) namely:**

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**as per your advertisement, given in the above mentioned website(s).**

2. I / We hereby certify that I / we have read the entire terms and conditions of the tender documents from Page No. \_\_\_\_\_ to \_\_\_\_\_ (including all documents like annexure(s), schedule(s), etc .), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organisation too have also been taken into consideration, while submitting this acceptance letter.

4. I / We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety.

5. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.

6. I / We certify that all information furnished by the our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/ organisation shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely.

Yours Faithfully,

(Signature of the Bidder, with Official Seal)